

# Vogue

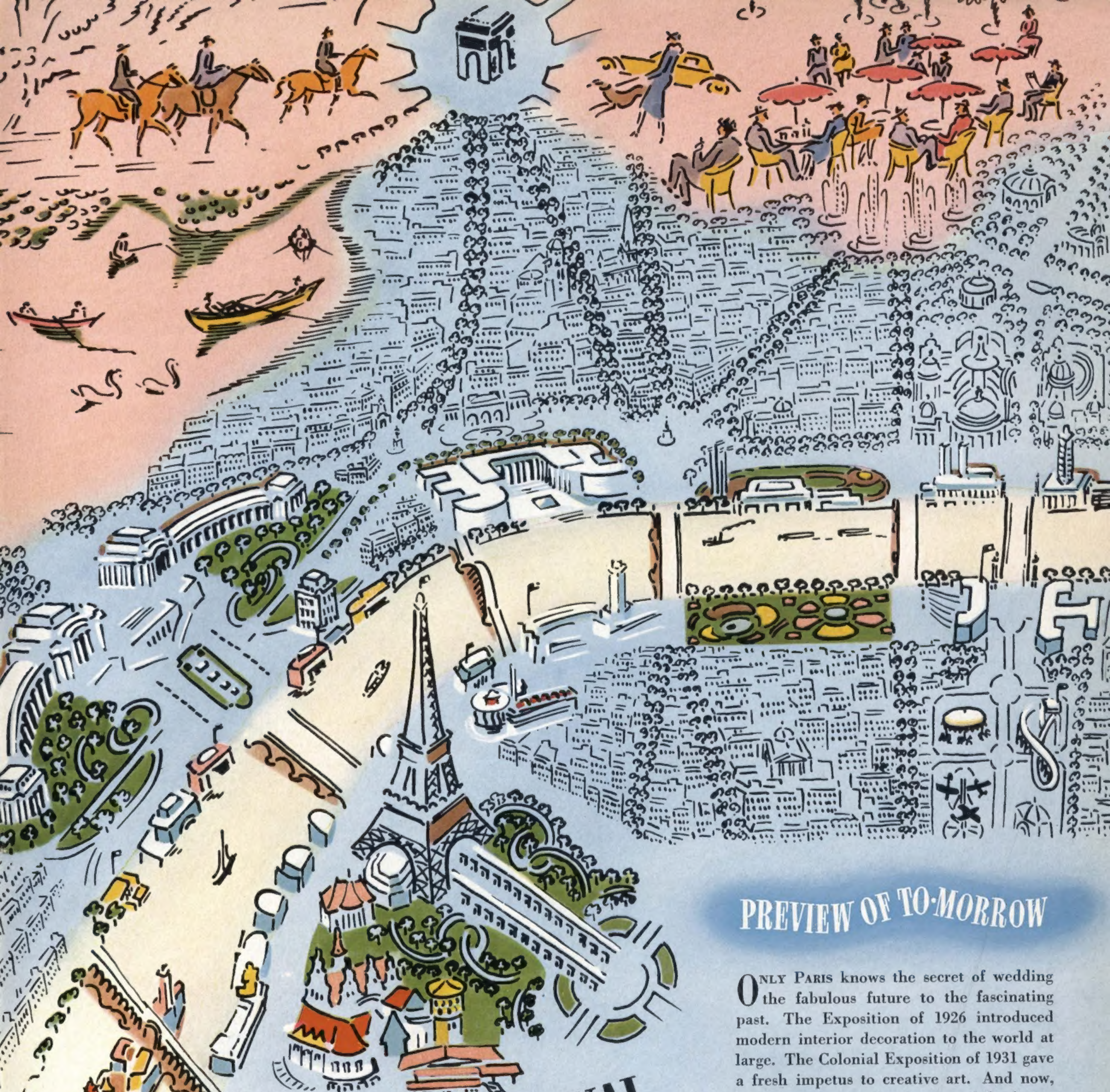
incorporating Vanity Fair



TROUSSE AUX  
COUNTRY HOUSE DECORATION  
APRIL 15, 1937  
PRICE 35 CENTS

Biran





*G. Gallibert*

# PARIS INTERNATIONAL EXPOSITION

OPENING IN MAY 1937

## PREVIEW OF TO-MORROW

ONLY PARIS knows the secret of wedding the fabulous future to the fascinating past. The Exposition of 1926 introduced modern interior decoration to the world at large. The Colonial Exposition of 1931 gave a fresh impetus to creative art. And now, Paris presents another forecast of the future . . . another International Exposition.

Ask your Travel Agent now for reservations on one of our five crack liners. On France-Afloat you find the tradition of Breton and Norman seamanship coupled with the most modern advances in ship design.

This is a good year to go abroad. Exchange is again very favorable and special further reductions are offered Exposition visitors.



### French Line

610 FIFTH AVENUE (ROCKEFELLER CENTER), NEW YORK

To England, France, and thus to all Europe: NORMANDIE, April 14, 28 • ILE DE FRANCE, April 24 • PARIS, May 4  
CHAMPLAIN, May 14 • LAFAYETTE, May 25





ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET

HORST

Full-length mantilla completing a dramatic ball-gown.  
Its skirt a fabulous drift of white chiffon. The black lace basque  
extended—with modern transparency—into a Velasquez farthingale. Made-to-order original.





You know the feeling of being lovely  
and beloved...of being "very special"  
in a certain person's eyes? That's the sort  
of glow you're in, the moment you slip a  
Fromm BRIGHT-WITH-SILVER Fox about your  
throat! There's an intangible quality in the silver  
sheen of this pedigreed fur that makes you both  
beautiful...and conscious of your beauty. Loveliness is  
quadrupled in the beige cape suit with its four gorgeous  
skins. The pedigrees of these, and of all Fromm BRIGHT-  
WITH-SILVER Foxes, are available by mailing the medallions  
attached to the pelts to FROMM BROS., Inc., Hamburg, Wisconsin.

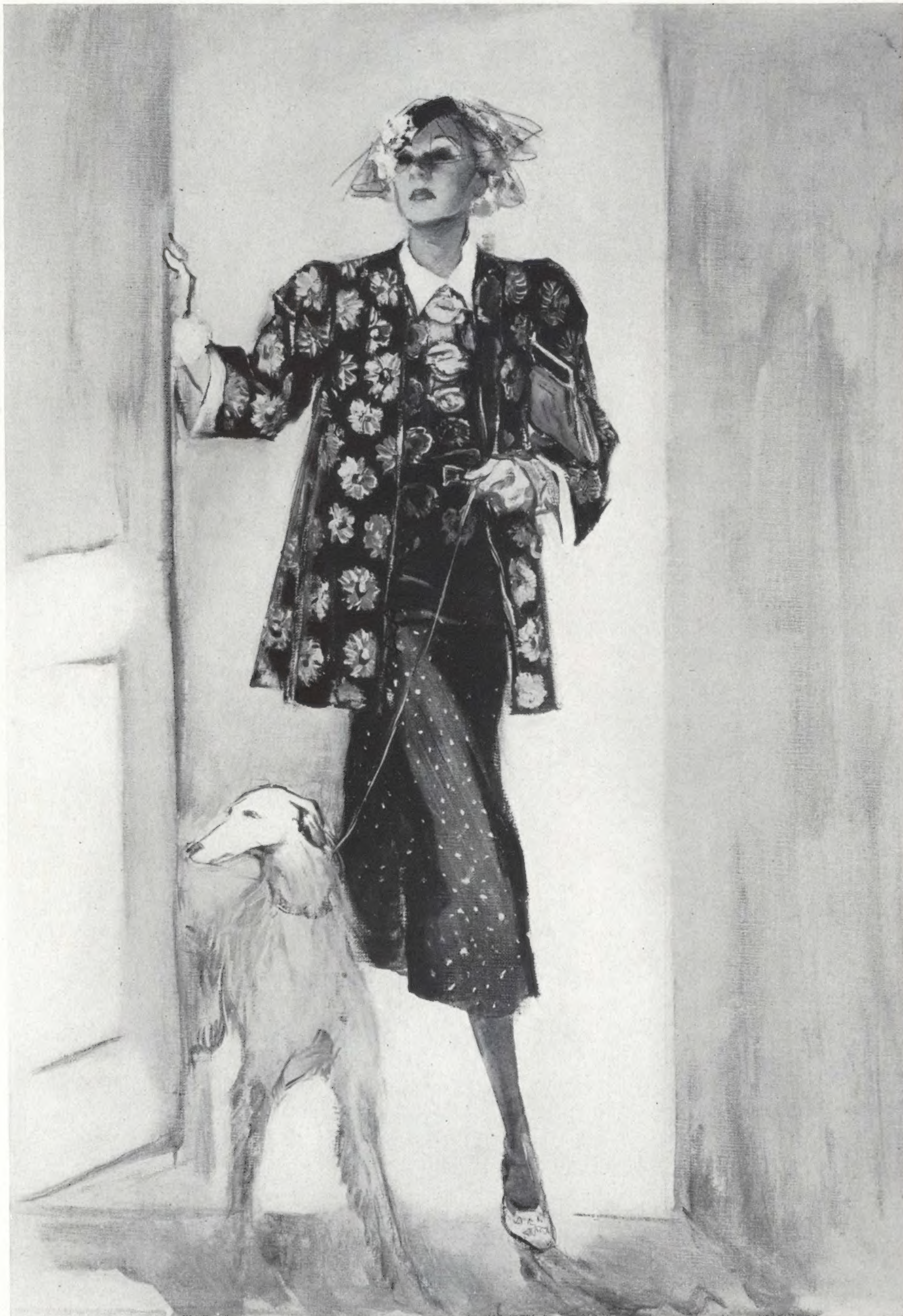


KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY. This medallion  
is sealed to the nose of every genuine Fromm-Pedigreed Fox. To receive the  
free pedigree of the silver fox you purchase, mail the medallion to Fromm.

FROMM Bright with Silver PEDIGREED FOXES

COURTESY STIX, BAER AND FULLER, SAINT LOUIS





Henri  
Bendel INC

Town Costume in navy and white..a new and modern interpretation. In our custom salon

T E N   W E S T   F I F T Y - S E V E N T H   S T R E E T      N E W   Y O R K





**SAKS FIFTH AVENUE**  
NEW YORK CHICAGO

*Milky way of polka dots  
sprinkled over the dark background of an indispensable.  
Severely soft with its unpressed pleats, and loosely  
flared pockets, and the rigid phalanx of buttons parading down  
from the crisp piqué collar. Exclusive. Fifth Floor. 89-95*





*Foot loose —  
comes in twenty-one  
varieties*

Perforated calf in all  
colors. High heel. 12.75



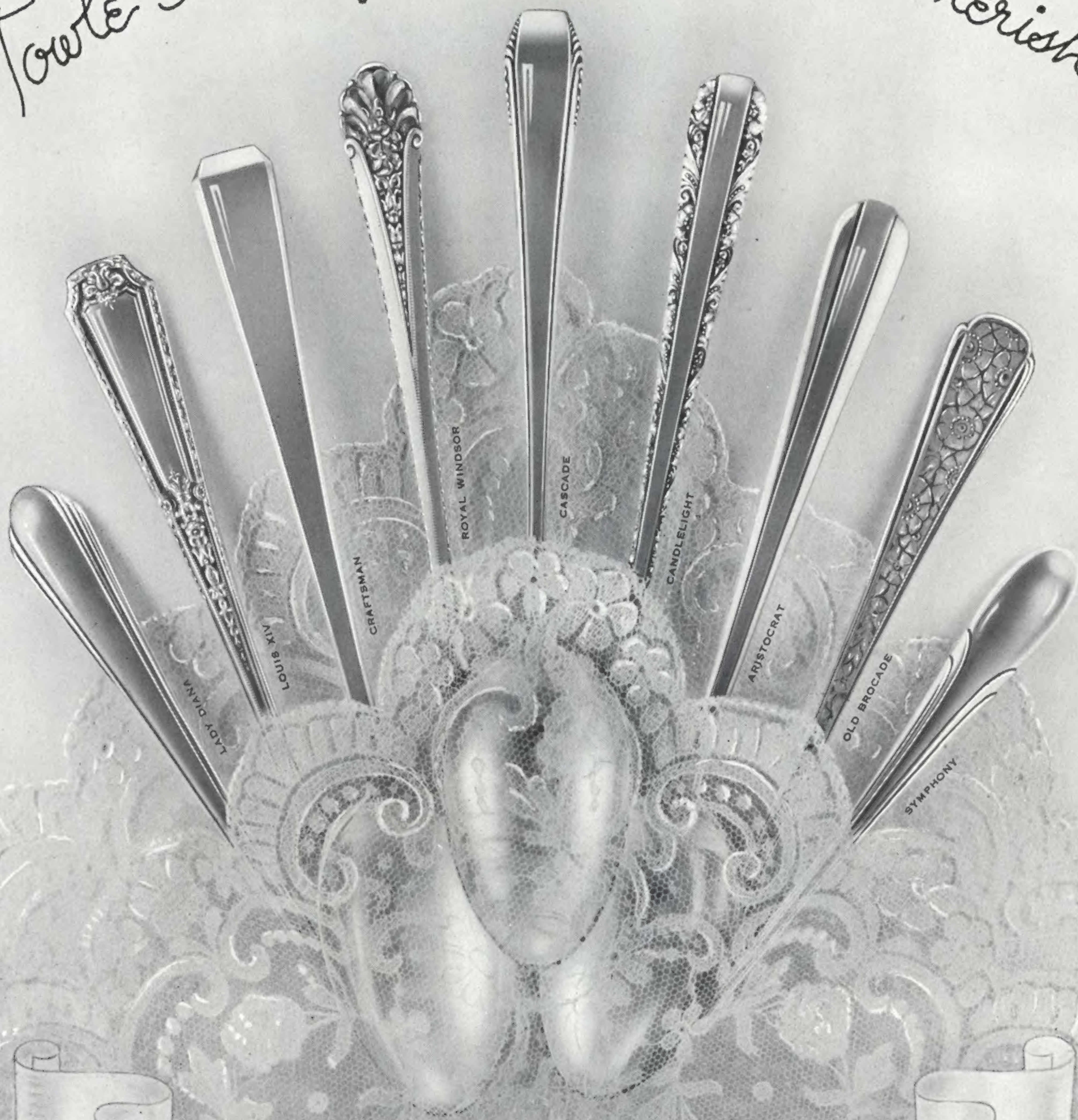
*"Foot loose" — at Fifth Avenue and fiftieth.  
a frivolous oxford. feminine and perverse, with  
a soaring front and open heel — the famous Fenton  
last in high and medium heel. designed by La Valle.  
exclusive with Saks Fifth Avenue  
fourth floor*



Patterned mesh, cool  
but firm. Medium heel. 12.75



*Towle Sterling - to have and to cherish*



Select your Sterling carefully, so that it may be a permanent investment in beauty. If you choose a TOWLE pattern you may be sure it will please you, for TOWLE patterns have fine design, balance, and beautiful finish, and are open stock for many years. Write for free pictures and prices of TOWLE patterns or enclose 10c for new book, "How to Plan Your Wedding." Address: TOWLE SILVERSMITHS, Dept. K-4, Newburyport, Mass.

**TOWLE**

Makers of Sterling only . . .  
with unbroken craft traditions

SINCE 1690





A sentimentalist designs three fashions in an April mood . . . tender . . . pulse-stirring. A French realist adds sophistication . . . spicing innocence with Gallic wit. Both romanticist and realist is Madame Nicole de Paris. Her fashions are her own creations—constrained by the fashion canons of no school. Her single loyalty—to rare, fantastic fabrics. Her one creed—her faith in precise fit and finish, after the French tradition.

*Nicole de PARIS*

25 EAST 55TH STREET, NEW YORK CITY





*International Silk Guild  
250 Fifth Avenue  
New York*

*Black basque gown of yarn dyed weighted silk taffeta with sparkling paillettes on the bodice and on the hooded wrap of silk net.*

In selecting clothes smart women give the same careful consideration to the fiber that went into the making of the fabric that they do to the color, style and fit of the garment itself. They recognize that no longer are the old sign posts—satin, taffeta, chiffon, etc.—reliable guides to Silk. Therefore—to insure the clothes satisfaction that comes with wearing garments made of fine Silks—because they know the clothes economy of reliable information—and, because, as purchasers it is their right—they insist on knowing what the fabrics really are.





*ISN'T the setting that makes the jewel, nor is it alone Buick's modern line and finish that make it seen so increasingly often in distinguished company.*

*The plain fact is that Buick's stimulating pace and brilliant behavior have brought international recognition of its flawless mechanical excellence. When such excellence is further adorned in style that sparkles with lustrous freshness, what other choice is left for the sensible traveler who wants the most in his motor car?*



*"It's Buick again!"*

THE MODEL SHOWN IS A LIMITED SERIES 90 SIX-PASSENGER  
FOUR-DOOR SEDAN WITH 130 HORSEPOWER, VALVE-IN-HEAD  
STRAIGHT-EIGHT ENGINE AND 138 INCH WHEELBASE.



# Now see America

Los Angeles *United States*

*Mexico*

Mazatlan

Mexico City

Guaymas

Guatemala

El Salvador

Havana

Puerto Colombia

Buenaventura

*Colombia*

Guayaquil  
Talara

*Ecuador*

Salaverry

*Peru*

Callao

Lima

Mollendo

Arica

*Bolivia*

Antofagasta

Chañaral

*CHILE*

Valparaíso

Santiago

Buenos Aires

## TO South America

Modern Grace Line "Santa" ships sail to South America from New York every week—from California every other week. Cruises include 32 day trips to Lima, Peru; 39 day tours to Cuzco and the interior of Peru; 39 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York 4 days, from other points proportionately less).

BETWEEN  
NEW YORK AND

## California

OR MEXICO CITY

Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala, Mexico, and, eastbound, Havana. These splendid Grace "Santa" ships offer all outside staterooms with private baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace "Santas" sails every two weeks from New York and from San Francisco and Los Angeles.

FOR FULL INFORMATION, ILLUSTRATED LITERATURE, ITINERARIES, FARES AND ALL-EXPENSE CRUISES, CONSULT YOUR TRAVEL AGENT OR GRACE LINE, NEW YORK, BOSTON, PITTSBURGH, WASHINGTON, D. C., CHICAGO, SAN FRANCISCO, LOS ANGELES, SEATTLE



# by GRACE LINE



On Lake Todos Los Santos, Chilean Lake District—A natural cold photograph made by Ivan Dmitri in October (springtime below the Equator where our seasons are reversed).



Modern Grace "Santa" liners visit Cartagena while en route between New York and California or Mexico City





The sheer loveliness of Hockanum's *Voilaine* and *Crepe Voilaine* is being talked about from one end of fashionable America to the other. These colorful woolens lend themselves admirably to clothes that invite excited "Oh's" and "Ahhhh's" because they drape so beautifully ...are so cool...keep their freshness. You'll see them in costumes, such as those illustrated, in which you may skip from town to tea to country club, without once losing that fresh smart look. At good shops all over the country.

Hockanum Mills, Rockville, Conn. Founded 1809. Division of M. T. Stevens & Sons Company,  
North Andover, Mass. J. P. Stevens & Co., Inc., Selling Agents, 261 Fifth Avenue, New York.

**H O C K A N U M**  
*Woolens*





# BO BONNET

In a world of rushing fashions, "Bo Bonnet" presents itself in a whirl of newness far too magnificent to be superseded by any purse of its type. New, refreshing, and above all very, very exclusive, it comes to you as a novelty to remain an intimate — the fairest of all your accessory possessions. Superbly tailored in a variety of straws. Trimmed and lined with belting. Twelve models — countless colours and contrasting effects. Note: Entire collection protected by U. S. Patent Office.







# GEMS

## FROM THE PARIS BAG COLLECTIONS

*... varied in guise ... unanimous in choice of invisible KOVER-ZIP Slide Fasteners ...*

Genius on a rampage ... this must be your first reaction to the profusion of originality in the new Paris bag collections. Slice-of-pie bag, the Venetian blind bag, Spring coil bag, the lunch bag ... bits of glorious imagination. But, on closer examination, more roomy and practical than any you've enjoyed in years. And every one with Kover-Zip slide fasteners ... invisible and efficient ... America's contribution to French ingenuity.

A. Francis Winter bag ... with handle ends curled up in satisfied chic. ....\$42.50  
B. Prana's bag loops the loop in novel handle arrangement. ....\$55.00  
C. Roney shirs the bottom of this simple bag for garnish. ....\$75.00  
D. Surmani puts a schoolgirl bow on a sleek tailored bag. ....\$42.50  
E. Volokhoff's rainbow bridge bag ... very simple ... most ingenious. ....\$40.00  
F. Francis Winter does a "4-square" bag with pert rabbit-ear handle ends. ....\$57.50

G. Grun uses crinkled and plain crepe caught with a rhinestone clip. ....\$50.00  
H. Surmani tops his slim, black patent bag with green suede lips. ....\$40.00  
I. Prana pleats soft capeskin into a wing effect for this inspired bag. ....\$55.00  
J. Volokhoff goes surrealist and uses a coil spring as bag ornament. ....\$57.50  
K. Hemsey's diamond bottom handle bag stands alone for chic. ....\$65.00

L. Roney gets inspiration from a spreading fan for this bag. ....\$45.50  
M. Grun's Venetian blind bag is closed with a clip. ....\$39.75  
N. Prana uses only one handle ... on an angle for dash. ....\$65.00  
O. Volokhoff designs the Noah's Ark bag to hold everything. ....\$80.00  
P. Francis Winter's slice-of-pie bag in rich black gabardine. ....\$39.75

Q. Hemsy contributes to bag distinction with two square crystal handles. ....\$39.75  
R. Roney prefers the wide-bottomed bag with handles. ....\$35.00  
S. Volokhoff builds a bag tier on tier for distinction. ....\$69.75  
T. Surmani tucks a secret Kover-Zip pocket under the deep flap. ....\$35.00  
U. Volokhoff's money-bag is soft and charmingly feminine. ....\$49.50  
V. Suviane embroiders on faille for the dressier bag. ....\$35.00





# She looked at La Salle!

IT'S HARD TO RESIST SUCH A BEAUTIFUL  
CAR . . . at such a modest price!

This year, every woman should look at La Salle. For the La Salle of today is definitely within reach of the modest family budget. In all likelihood, your present car will more than serve for the initial payment, and convenient terms are easily arranged . . . And La Salle economy will come as a most agreeable surprise. This member of the Royal Family of Motordom is actually more economical—all things considered—than many cars of lower price! And, of course, its greater beauty and comfort—its superior handling and parking ease—make it infinitely preferable . . . Before you select your next car, look at La Salle! See how easily you, too, can own this distinguished Cadillac-built V-8.

V-8



\$ 1095\*  
AND UP



\*Delivered price at Detroit, Michigan, subject to change without notice. This price includes all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—Extra. Model shown—Two-Passenger Convertible Coupe, \$1290. Six-wheel equipment and tire covers, as illustrated, additional.

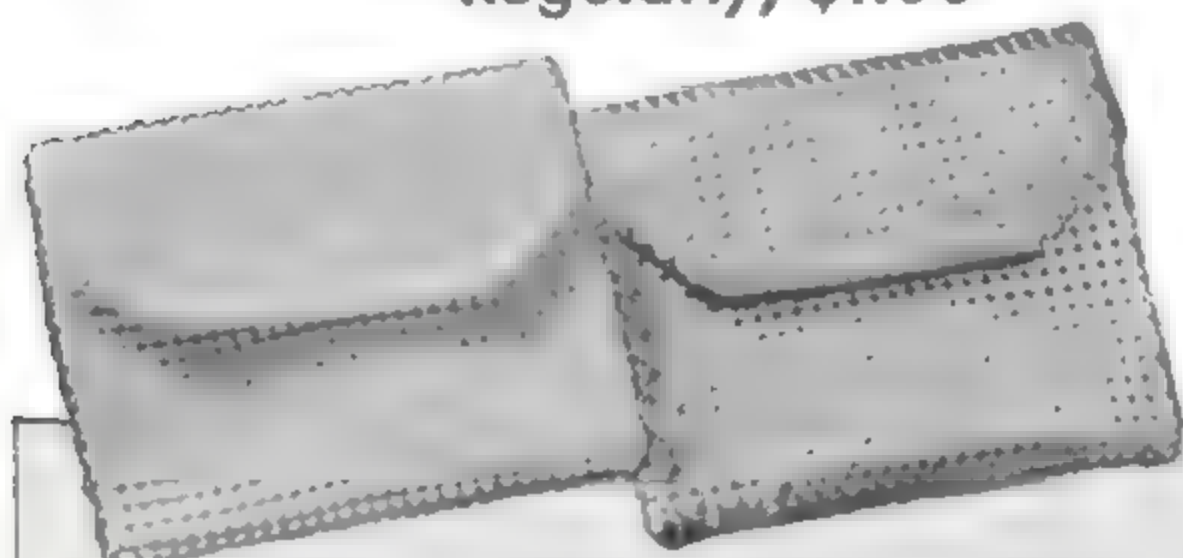




*"Hand in Hand with Fashion"*

## Here are new Daytime Bags . . . Evening Bags . . . Bags after Schiaparelli

Send 25¢ for one of these dainty coin purses  
Regularly, \$1.00



WHITING & DAVIS CO. — Dept. V — Plainville, Mass.  
I enclose 25 cents for which please send me a  
3 1/4 x 2 1/2 inch Whiting & Davis mesh bag.  
☐ In gold color. ☐ In white pearl.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
State \_\_\_\_\_

With Georgian fashions emphasizing an unmistakable richness in styles and materials — both daytime and evening bags have taken on a new importance.

This return to elegance has been interpreted by Whiting & Davis in metallic meshes of great brilliance and exquisite workmanship . . . The Whiting & Davis showings this season, therefore, include extremely fine soldered-link styles in gold; authentic new styles after Schiapa-

relli, in gold color, studded silver; and summer-y styles in iridescent white pearl.

Ask your favorite department store or jeweler to show them to you.

### STYLES ILLUSTRATED ARE:

A (No. 1350) The Princesse — Armor mesh with rhinestone leaf lock. B (No. 9041) The Marquise — Fine soldered mesh . . . Frame set with baguettes. C (No. 853) The Baronne — After Schiaparelli. Beadlite mesh. D (No. 3725) The Dauphine — Beadlite mesh. E (No. 1308) The Comtesse — Armor mesh pouch with talon slide fastener. . .

# WHITING & DAVIS CO.

Plainville (in Norfolk County) Massachusetts

New York: 366 Fifth Avenue

Chicago: 31 North State Street



# Ann Lawren selects symphonies of summer colors

in pure silk florals

by Madame Germaine

of Paris. 25.00



Albany, N. Y. Muhlfelder's  
 Altoona, Penn. Simmonds  
 Augusta, Ga. Goldberger's  
 Austin, Tex. Goodfriend's Specialty Shop  
 Beaumont, Tex. The Fashion  
 Birmingham, N. Y. Morton Coy, Inc.  
 Boston, Mass. Blach Women's Wear Co.  
 Brockton, Mass. Peter L. Flynn Co.  
 Charleston, S. C. Storey & Co.  
 Chicago, Ill. Snelgrove's  
 Cincinnati, Ohio Johnson & Harwood  
 Columbus, W. Va. Esther Immerman  
 Cumberburg, Miss. Broida's, Inc.  
 Dallas, Tex. Lazarus, Inc.  
 Des Moines, Ia. E. M. Kahn & Co.  
 Fall River, Mass. Cherry & Webb Co.  
 Grand Rapids, Mich. Siegel's  
 Hollywood, Cal. The Smart Shop  
 Houston, Tex. Rothschild & Sons, Inc.  
 Kansas City, Mo. Cherry & Webb Co.  
 Lawrence, Mass. Ward's  
 Lewiston, Me. Helen Swank  
 Lowell, Mass. Goddard Bros.  
 Lynn, Mass. The Unity  
 Memphis, Tenn. Frederick's  
 Milwaukee, Wis. Paris Millinery Shops  
 Monroe, La. Cherry & Co.  
 Montclair, N. J. Keller-Zander Co.  
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 Omaha, Neb. Bramson's  
 Oswego, N. Y. M. J. McDonald & Co.  
 Parkersburg, W. Va. J. S. Broida  
 Philadelphia, Pa. Carman's  
 Portland, Me. I. S. Broida  
 Providence, Va. Owen, Moore & Co.  
 Richmond, R. I. Stecker's  
 Roanoke, Va. The Famous  
 St. Louis, Mo. Cherry & Webb Co.  
 Salisbury, Md. T. W. Garland, Inc.  
 Scranton, Pa. Benjamin's  
 Shreveport, La. Selber Bros.  
 Spokane, Wash. Flah & Co.  
 Syracuse, N. Y. Freedman's, Inc.  
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 Waterbury, Conn. W. P. Herbert & Co.  
 Wichita, Kan. Spines Clothing Co.  
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For Store in Your City, Write  
 SAM STEINBERG & CO., Inc.  
 498 SEVENTH AVE., N. Y.



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Exclusive with  
RUSSEKS FIFTH AVENUE

Abitene, Texas .....Campbells  
Akron, Ohio.....The A. Polsky Co.  
Albany, N. Y. ....Flah & Co.  
Allentown, Pa. ....The Adams Co.  
Alton, Ill. ....Young Dry Goods Co.  
Altoona, Pa. ....Simmonds  
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Cedar Rapids, Ia. ....Frankel's  
Charleroi, Pa.....Miller's Fashion Apparel  
Charlotte, N. C. ...Brooks of Charlotte, Inc.  
Chattanooga, Tenn. ....Pickett's  
Chicago, Ill. ....Charles A. Stevens & Co.  
Chillicothe, Ohio ....Norvell's  
Cincinnati, Ohio ....Jenny  
Clarksburg, W. Va. ..Broida's Incorporated  
Cleveland, Ohio.....The Higbee Co.  
Columbus, Ga. ....Kiralffy's  
Columbus, Ohio.....Madison's, Inc.  
Cumberland, Md. ....Lazarus, Inc.

Danville, Ill. ....Parisian (Oscar Meis)  
Danville, Va. ....Belk-Leggett  
Dayton, Ohio ...Towne and Country, Inc.  
Decatur, Ill. Stewarts Fields Apparel Section  
Denver, Colorado The Denver Dry Goods Co.  
Des Moines, Iowa.....Wolf's, Inc.  
Detroit, Mich. ....Walter's, Inc.  
Duluth, Minn. ....Oreck's

Erie, Pa. ....Sardeson's  
Evansville, Ind. ....Kaiser's

Fairmont, W. Va. ....The Jones Shops  
Freeport, Ill. ....Hecht's  
Fresno, Calif. ....Bruckner's

Galesburg, Ill. ....O. T. Johnson Co.  
Galveston, Texas ....McBride's, Inc.  
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Great Falls, Mont. ....Sullivan's, Inc.  
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Harrisburg, Pa. The Wm. B. Schleisner Store  
Hollywood, Calif. The Broadway Hollywood

Indianapolis, Ind. ....H. P. Wasson & Co.  
Ithaca, N. Y. ....The Parisian, Inc.

Kansas City, Mo. ....Harzfeld's  
Kewanee, Ill. ....Kewanee D. G. Co.  
Knoxville, Tenn. ....Miller's

La Crosse, Wis. ....E. R. Barron Co.  
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Lansing, Mich. ....The Style Shop  
Lawrence, Mass. ....Bon Marche  
Lewiston, Me. ....Ward Bros.  
Lexington, Ky. ....Denton's  
Little Rock, Ark. ....The M. M. Cohn Co.  
Longview, Tex. ....Palais Royal  
Louisville, Ky. ....Simmonds  
Lowell, Mass. ....Cherry & Webb Co.

66

## Fashion

## CANDID CAMERA ANGLE ON THE SPRING MODE



Mainbocher's famous kindred print ensemble ... long coat and dress . . . . . \$35  
"Fashion Firsts" diamond crowned peach basket of fine straw . . . . . \$8.75

Small photo . . . Alix's famous scarf dress of kindred prints . . . . . \$25  
"Fashion Firsts" shepherdess hat with multi-color spaghetti trimming . . . . . \$8.75

Registered

FASHION FIRSTS, INC., 390 FIFTH AVENUE, N. Y.



# "*Firsts*"

EXCLUSIVE WITH LEADING STORES OF AMERICA



Alix's chalk stripe swagger with chain fastening at the throat . . . taffeta lined . . . \$29.75  
 "Fashion Firsts" meteor straw beret with grosgrain angel face band . . . \$7.50

Small photo . . . Armand Scardapane pique rever cape of ribbed wool . . . taffeta lined \$25  
 "Fashion Firsts" felt off-the-face hat hi-brow bow of grosgrain . . . \$7.50

Write to your local store for the new twelve page "FASHION FIRSTS" Brochure

McKeesport, Pa. . . . .Katzman's  
 Madison, Wis. . . . .Simpson's of Madison  
 Manchester, N. H. . . .Leavitt Store Corp.  
 Mason City, Ia. . . . .Damon's, Inc.  
 Meadville, Pa. . . . .The Crawford Store  
 Memphis, Tenn. . . . .Lowenstein's  
 Milwaukee, Wis. . . . .Bitker-Gerner  
 Monroe, La. . . . .Ruth Shops, Inc.  
 Morgantown, W. Va. . . .The Jones Shops

Nashville, Tenn. . .Rich, Schwartz & Joseph  
 Newark, N. J. . . . .Hahne & Company  
 New Haven, Conn. . . . .Moline's  
 New London, Conn. . .Rockwell & Co., Inc.  
 Norfolk, Va. . . . .The House of Worth

Ogden, Utah. . . . .Fred M. Nye Co.  
 Oklahoma City, Okla. . . . .Street's Ready-To-Wear  
 Omaha, Neb. . . . .Natelson's

Parkersburg, W. Va. . . . .J. S. Broida  
 Philadelphia, Pa. . . . .Deweese  
 Pine Bluff, Ark. . . . .Froug Dept. Store  
 Pittsburgh, Pa. . . . .Kaufmann's  
 Pittsfield, Mass. . . . .England Bros.  
 Portland, Maine . . . . .Beckwith's  
 Portland, Oregon . . . .Lipman-Wolfe & Co.  
 Pottsville, Pa. . . . .Caster's  
 Providence, R. I. . . . .Cherry & Webb Co.

Raleigh, N. C. . . . .Jean's  
 Reading, Pa. . . . .Gilman's  
 Richmond, Va. . . . .Greentree's  
 Roanoke, Va. . . . .Lazarus, Inc.  
 Rochester, N. Y. Sibley, Lindsay & Curr Co.  
 Rock Island, Ill. . . . .McCabe's Style Shop  
 Rutland, Vt. . . . .The Vogue Shop

Sacramento, Calif. . . . .Bon Marche  
 St. Louis, Mo. . . . .Kline's  
 San Antonio, Texas. . . . .Carl's  
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 Schenectady, N. Y. . . . .Lady Lee and Evelyn Shops  
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 Spokane, Wash. . . . .Alexander's  
 Springfield, Mass. . . . .Beverly Shoppe  
 Stamford, Conn. . . . .H. Frankel & Sons  
 Syracuse, N. Y. . . . .Flah & Co.

Terre Haute, Ind. . . .Silver Specialty Shop  
 Toledo, Ohio . . . . .Stein's  
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 Wichita, Kansas . . . . .Lewin's  
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Yonkers, N. Y. . . . .The Fashion Shop  
 York, Pa. . . . .Bell's  
 Youngstown, Ohio . . . .Chas. Livingston & Sons, Inc.

Zanesville, Ohio. . . . .Emma Ferrel Shop

Hamilton, Ont., Canada The T. Eaton Co., Ltd.  
 Montreal, Que., Canada The T. Eaton Co., Ltd.  
 Toronto, Ont., Canada The T. Eaton Co., Ltd.  
 Winnipeg, Man., Canada . . . . .The T. Eaton Co., Ltd.



# An ounce of this elastic yarn discovered a new world of smooth-fitted comfort



(Above)  
ROYAL

(Below)  
CORONET



*Latest* NEMO "SENSATIONS"  
by Kops Bros.

CORONATION STYLES



Exemplifying the modern technique of natural grace and beauty, created by "Lastex," The Miracle Yarn. Below, the CORONET, a new combination for Spring and Summer, with front panel in real silk batiste and side panels of lace net, made with "Lastex" yarn. Seams are exceptionally flat, with ornamental stitching. The Coronet is 15 inches long, with 4 zigzagging garters in front and 2 of the conventional type in back. Alençon lace bust section. Sizes 32-38. Above, the ROYAL, another member of the Coronation family, a girdle in the same design and fabrics as the Coronet. Sizes 26-32. Worn here with Hoops, a new Nemo brassiere, made with "Lastex" yarn. At leading stores everywhere. Ask for these Nemo Coronation styles made with "Lastex."

In choosing foundations bear in mind that "Lastex" is not a garment or a fabric or a process or a construction—but an elastic yarn, the only one of its kind in the world. Used alone or combined with other yarns of similar characteristics, "Lastex" imparts a permanent and washable stretch to any type of woven or knitted material,

whether silk, cotton, wool or rayon. "Lastex" is a "must have" in the quality level in foundations, hosiery, swim suits and lingerie. And is rapidly spreading its gospel of better fit, greater comfort, longer wear in all types of apparel for men, women and children. Ask for the apparel you buy next, made with the world's most remarkable yarn.

MADE WITH

*Lastex*  
REG. U. S. PAT. OFF.

...THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured  
Rubber Products, Inc., 1790



exclusively by United States  
Broadway, New York City



## SOLID COLORS

White  
Coral  
Yale Blue  
Skyblue  
Old Rose  
Evergreen  
Chiffon Green  
Chestnut Brown  
Honey Beige  
Burgundy  
Jonquil

## COLORED TUFTS ON WHITE GROUND

Yale Blue  
Old Rose  
Golden Yellow  
Lavender  
Green  
Rust  
Brown  
Ruby Red  
Dusty Pink  
Peach



# Bates

GUARANTEED PRE-SHRUNK, SUNFAST AND TUBFAST

Double bed size 90 x 108 ★ Single bed size 72 x 108

From \$5.95 to \$8.95 ★ Spread illustrated \$8.95

Beautiful as a Bride's Bouquet, and as refreshing as Springtime. . . . What a joy to have . . . and what a glowing tribute to your own good taste . . . for these are the only Candlewick bedspreads in the world which are woven and tufted on Jacquard looms. This is the secret of their distinction . . . this, and the fact that they are woven by Bates, America's foremost designers and makers of fine bedspreads.

You will love the colors! They are important and exciting news. Let your bedrooms proclaim that you know it's Spring again!

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Bloomingdale Brothers, Inc. . . . . New York, N. Y.  
Abraham & Strauss, Inc. . . . . Brooklyn, N. Y.  
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# *Of course* THE AMERICAN GOLFER

• For it is the classic frock of sportswear, from Bangor to Bombay, the choice of champions on and off the golf course. Remember, its 1937 edition is Sanforized-shrunk, for lasting fit.

• *To the right*—the American Golfer tailored from genuine Lorraine Shir-O-Shakkar in checks and stripes, six colors and all white. Sizes 12 to 22—\$6.50. *To the left*—the American Golfer fashioned in suede pique—white and pastel shades. Sizes 12 to 22—\$6.50.

#### BEST & CO.

New York and Branch Stores

MARSHALL FIELD & COMPANY

Chicago and Suburban Stores

For names of other stores, write to  
Straus, Royer & Strass, Incorporated,  
Baltimore, Maryland.

**The American Golfer**  
REG. U.S. PAT. OFF.  
SANFORIZED - SHRUNK





Are you her type?



HEURE BLEUE  
GUERLAIN





*the mark of a  
Koret Original*



*"Bouttonnière Red"* is Koret's newest color scoop...and the liveliest, most becoming shade an alligator ever wore! Warm and vibrant, yet subtle, it's an effective contrast to all the high-style and neutral tones on the Spring fashion calendar. This is just one of the Koret Handbag Originals in "Bouttonnière Red" . . . especially created to spice up your new Spring costume as smartly as does the carnation in the lapel of a man's dinner jacket!



# The RUN-away Bride



1 Isn't that foul! A date with Geoffrey and I can't find one pair of stockings that hasn't a run! I can't *imagine* Geoffrey the Great proposing to a gal with a run.



2 Nance, darling, I'm all a dither! I haven't a decent pair of stockings and you know how Geoffrey is—he'd never lay his heart at my feet if I had the smallest run.



3 Those runs, my pet, are your own fault. I'll whip over with a pair of sheers—if you'll solemnly promise "no more cake-soap rubbing," use Lux and you'll scare those runs.



4 Well, that's the first time Nance was right about anything—two minutes a day with Lux and nary a run in ages! Geoffrey beware—Lux and I—we'll get our man.



5 Poor Geoffrey hasn't a chance. It's a conspiracy—Lux has conquered those runs and Cupid arranges the rest. A proposal, Lux darling—he's seen and we've conquered.



6 We've taken the leap, Lux old thing and it's up to you to keep up the good work. Geoffrey's taken me for better or for worse and you can make it better!

EVEN your best young man will *not* appreciate you if your stockings are always zipping into runs . . . Clever girls Lux their stockings. Lux has no harmful alkali to play

havoc with elasticity. And it shields stockings from cake-soap rubbing. Saves elasticity so threads give under strain—cuts down on devastating runs. Incidentally, saves you money!

saves Stocking Elasticity





# INTERNATIONAL STERLING

## A SETTING FOR DINNER



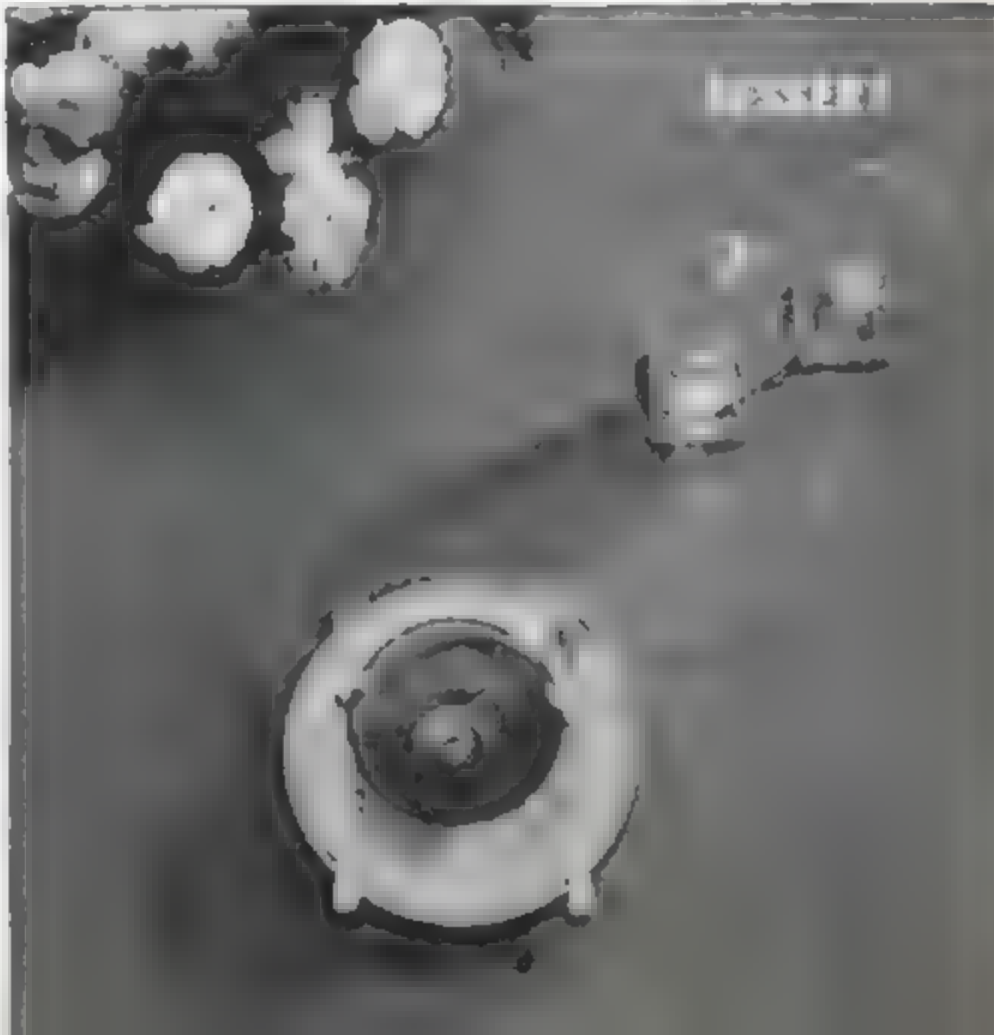
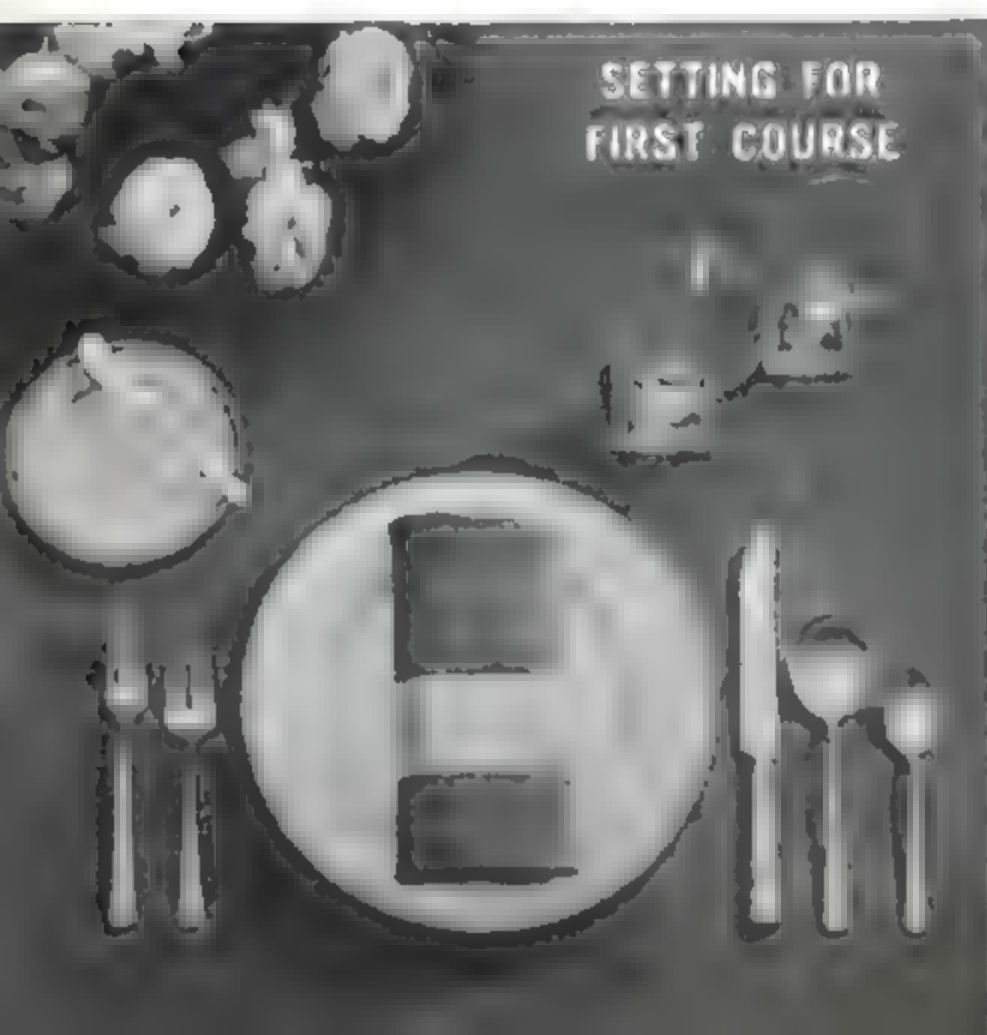
1810

MINUET

GADROON

EMPRESS

WEDGWOOD







● "I expect to do some formal entertaining, so my service of sterling flatware must be really complete. How many pieces—of how many different kinds—are needed?...What will the complete service cost?"

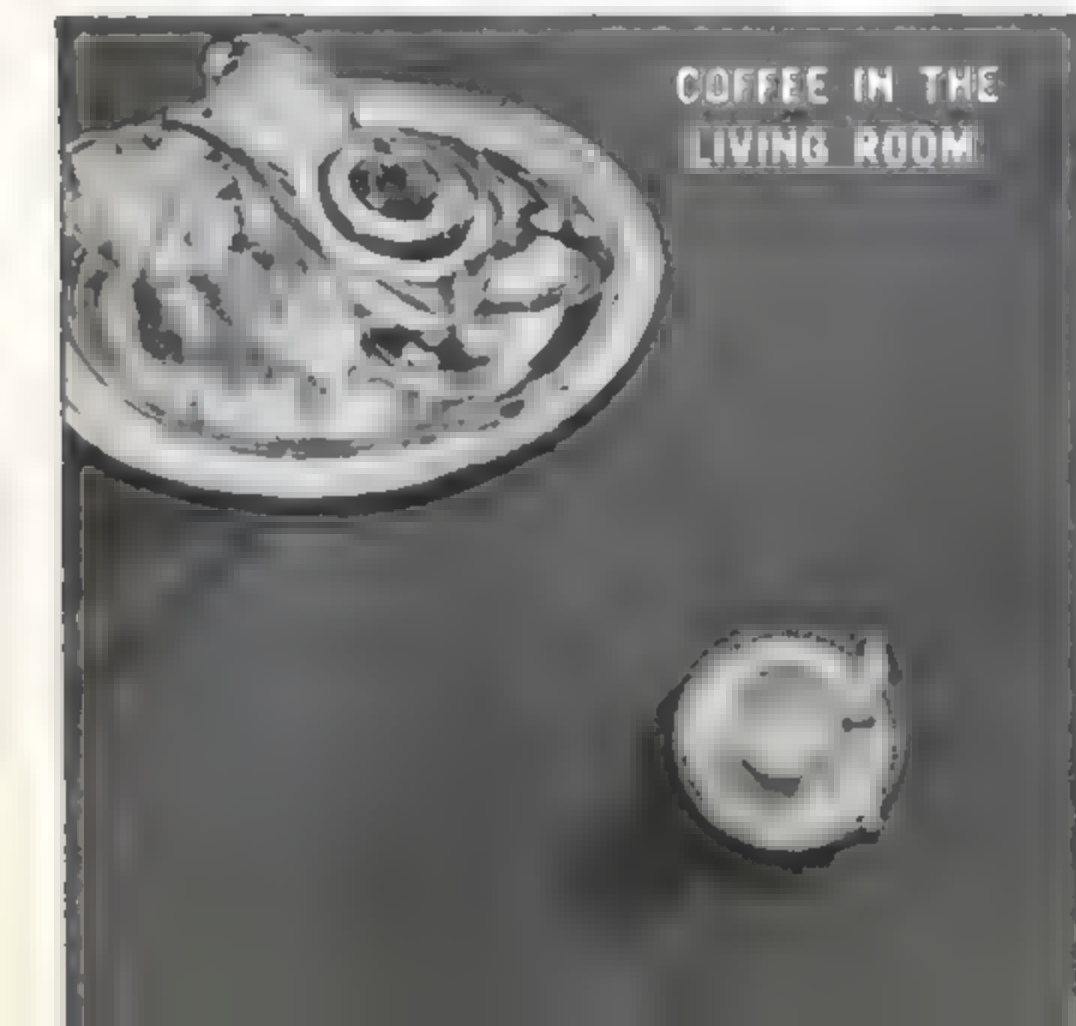
Brides by the hundred ask these questions every year. So do countless relatives of brides, seeking guidance in the selection of wedding-gift silver...Below is a helpful answer—International Sterling's 119-piece service. In the series of place-setting photographs shown at the top and bottom of these two pages, you can see how these individual pieces take care of all requirements, as course succeeds course in a formal dinner or luncheon. Pieces are:

- |                          |                           |
|--------------------------|---------------------------|
| 8 Tea Spoons             | 8 Cream Soup Spoons       |
| 8 Dinner Knives          | 8 Coffee Spoons           |
| 8 Dinner Forks           | 8 Oyster Forks            |
| 8 Luncheon Knives        | 1 Cold Meat Fork (large)  |
| 8 Luncheon Forks         | 1 Sauce Ladle             |
| 8 Dessert Forks          | 1 Gravy Ladle             |
| 8 Dessert Spoons         | 1 Berry Spoon (large)     |
| 8 Salad Forks            | 1 Sugar Tongs             |
| 8 Butter Spreaders       | 4 Table or Serving Spoons |
| 8 Soup Spoons            | 4 Dinner or Serving Forks |
| 1 Carving Set (2 pieces) |                           |

And the cost?...You can buy a lifetime of satisfaction with this complete service in *Courtship*—International Sterling's newest pattern—for only \$400. In the other designs shown here, the price varies slightly... But you may be sure, no matter which International Sterling pattern you choose, it is an authentic work of art—an outstanding achievement recognized by authorities on decoration and design.

● *Courtship* is the pattern shown in the dinner fork at the extreme right of the large photograph. Dainty, feminine and a bit romantic, it is a design that has captured the fancy of many recent brides. Other patterns, right to left, are: *Orchid*—A modern design, graceful and glamorous, in which the superb craftsmanship of International Sterling's silversmiths is shown to great advantage. *Continental*—Another modern, very different in feeling. Heavy weight and clean-cut line give great distinction. *Wedgwood*—Intricate, delicately carved detail, inspired by the work of the brothers Adam. *Empress*—Note how this modern design adapts the shell motif of the Empire period. *Gadroon*—A favorite design of Georgian England, re-created by the genius of modern silversmiths. *Minuet*—One of the best loved of International Sterling's famous classics—an American Colonial design of great beauty. *1810*—A pattern of classic simplicity and austere loveliness.

● *International Sterling is made by International Silver Company, largest makers of silverware—whose predecessors made spoons of solid silver more than a hundred years ago.*



INTERNATIONAL STERLING  
A SETTING FOR LUNCHEON



# HIPS... HIPS... AWAY!



## IN "MINIMUMS" BY CARTER

Wisps of "Lastex" are Minimums, with a lace complexion! They've but one object in life: "Sleek Freedom for Slimsters." And plenty of wide open spaces to let in stray breezes. Cool, comfortable, and contour-conscious... Minimums will control you, don't worry, but you'll never, never know it. Boneless, of course. Washable? Definitely... in fact, quick drying as your stockings. Prices you'll cheer for, \$2.50 to \$5.00. At smart and knowing stores the whole country over.

**MINIMUMS THREE PANTIE,** P71, (main illustration). Sleek as a whistle beneath sport clothes and formals. Smooth fitting crotch of soft fabric. Even sizes 24 to 30. \$3. **B19 BANDEAU,** brief but uplifting. Even sizes 32 to 38. \$1.00.

**MINIMUMS ONE GIRDLE,** G77, (above-left). Cool as a sea breeze, controlling as your budget. No bones, but plenty of persuasion done gently. Even sizes 24 to 30, \$2.50. **B3 BANJO BANDEAU,** specialist in lift! \$1.50.

**MINIMUMS SIX ALL-IN-ONE,** F74, (below-left). You'll love the bra that's mostly minus, and the panel down the front, both of fine, firm net. Wear this model beneath your new bolero frock. It's perfect. Even sizes 32 to 36, \$5.00.

*Not illustrated*—Minimums Two, P72, Bracelet Pantie, \$2.50. Minimums Four, G78, Net Panel Girdle, boneless, \$3.50. Minimums Five, G79, Paneled Girdle, baby Talon fastener, \$5.00.



*Carter's* FOUNDATIONS  
Pre-shrunk



High-riding *WHITE* and handsome

The truly perfect companion for your newest jungle prints and other smart summer costumes is the *Bodeau* — a trim Rhythm Step shoe in impeccable Evans White Suede. The *Bodeau* is tailored on front and quarter with soft-surface Evans Suede and is accented for trimness by smooth-glazed kid on instep and strap. Its subtle design answers the cry from Paris for shoes that are naively feminine, yet modishly tailored. Enjoy the weightless Rhythm Step 3-point support. Your nearby dealer can suit you perfectly in both size and price.



NELSON

in Evans *WHITE* Suede



Rhythm  
STEP  
THE 1, 2, 3 SHOE  
BY EVANS & SONS





**Carolyn\*** Scales the heights in Tweedysheer woven of CELANESE\* 19.95

★ The three fashions that matter most at the moment. The shoulder-cape dress with tuckings over the rib-line. The dress with the boxy hip-length cape and Schiaparelli's overgrown hooks-and-eyes. The caballero bolero frock, girdled in duotone taffeta. White and black, navy, brown or beetroot check. Sizes 12 to 20.

\* REG. U. S. PAT. OFF.

### Carolyn

Modes are sold exclusively in NEW YORK by ARNOLD CONSTABLE; in PHILADELPHIA by GIMBELS, and in PITTSBURGH by GIMBELS

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Allentown, Pa. . . . . H. Leh  
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For the name of the store in your city that sells them, write National Modes, 130 W. 31st St., N. Y. C.



# EVENING LINES

were never before so smooth

The secret of perfection  
in today's silhouette  
is a foundation closed  
trim and smooth with

The

*Talon*

REG. U. S. PAT. OFF

fastener

Fashion goes romantic in this  
spring's evening gowns. Bosoms  
are high and rounded . . . waists are  
little . . . hips are trim.

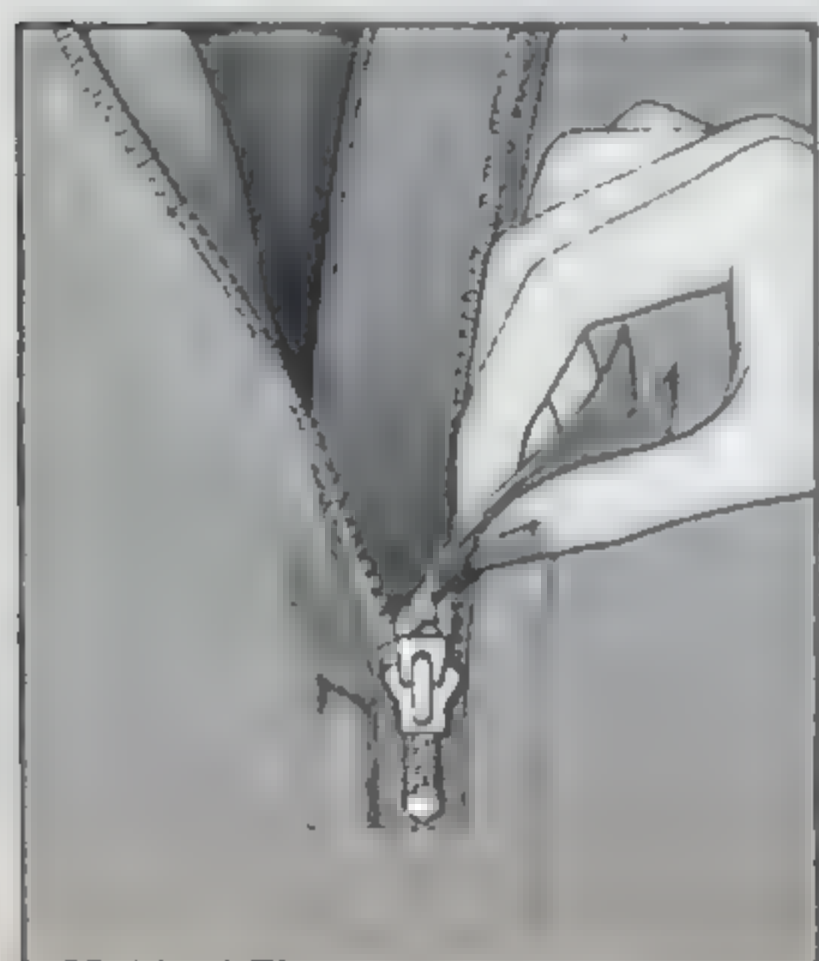
All of which means that the foun-  
dation you choose is almost as im-  
portant as the gown you wear! It  
must *accent* the contours of your fig-  
ure. And do it with unbroken smooth-  
ness . . . *nothing less!*

This is why foundations for evening  
are now closed with Talon slide fast-  
eners. For Talon fasteners lie smooth  
and flat. They eliminate bulges and  
ripples that mar the trim smoothness  
your figure *must* have today.

And think how much easier, quicker  
the Talon slide fastener is to operate.  
Just one steady pull of the ribbon tab,  
and the longest foundation is securely closed.

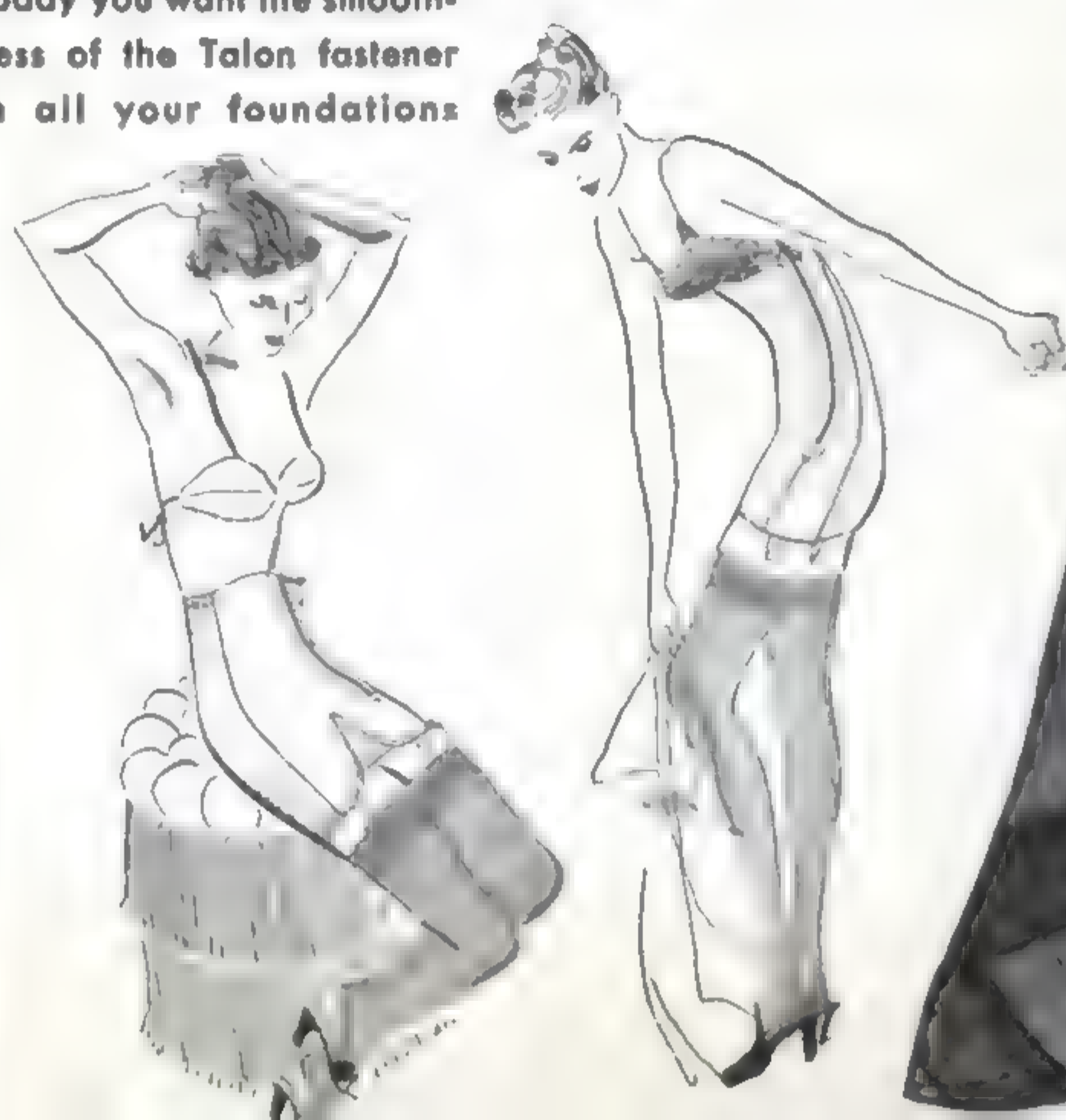
Today your favorite store has feather-  
weight girdles, as well as heavier "all-in-  
ones," closed with Talon slide fasteners.  
Address all inquiries to Hookless Fastener  
Co., 71 West 35th Street, New York, N. Y.

HOOKLESS FASTENER COMPANY  
MEADVILLE, PA.



Talon fastener is  
the only slide  
fastener made to  
meet the rigid re-  
quirements of foun-  
dation garments. It  
locks automatically.  
Is not harmed by  
laundering. Always  
operates with ease.

Today you want the smooth-  
ness of the Talon fastener  
in all your foundations





# FOR MAGNETIC CHARM ... VITALITY



ISOBEL



LUELLA



VIRGINIA

VITALITY  
*shoes*



HULA

FOR a girl to be popular, college men rate *vitality* the first "must"... the magnetic charm that lights your eye, animates your voice and puts resilience in your step. Yes... the way you walk expresses your vitality. It is the special destiny of Vitality Shoes to bring you spontaneous freedom and effortless ease with their balanced fit and buoyant support. That they do so smartly is evidenced by their glamorous array of styles.

\*According to a survey by Vogue magazine

VITALITY SHOE COMPANY • ST. LOUIS  
*Division of International Shoe Company*



*Walk with Vitality*



# Sleeping Beauties!

*Chic New Styles in  
Shimmering Lynes\* \$3.*



*Kayser's cool 'Sheer'... a perfect dream  
of a Gown for Spring Nights! \$2.*



MACRAE

Sleep in luxury in Kayser's all-silk Milanese. A gown that clings divinely... that's alluringly feminine with its dainty tucks and pert bow. You'll feel sinfully extravagant until you discover how wonderfully it washes and wears! \$5.00

BE WISER... BUY

# KAYSER



# Naturally



ANTIQUE

ROSE POINT

RHYTHM

LA REINE

NORMANDIE

GEORGIA COLONIAL

## IN STERLING...IT'S "WALLACE"

For 102 years the House of Wallace has advanced ideals of silver craftsmanship that are honored today . . . . . Wallace designs are distinguished by their modern smartness and their unerring good taste. Each brings a new beauty to the tradition of fine silver . . . . . fashioned with the artistry that has characterized Wallace Silverware for generations. Now is the time to choose the Sterling Silver you have been promising yourself so long! For the variety of Wallace Sterling designs is greater than ever before and prices moderate. The patterns illustrated here reflect just the right note of contemporary art in their dignified simplicity, or bring a subtle reminder of classic beauty in their decorative motifs. WALLACE Silversmiths, Wallingford, Connecticut.



# Clear colors that sing of Spring...



ATTENTION—Nature Lovers! We've caught in Cannon towels every best one of the new outdoor colors! No less than sixteen clear, fresh flower-tones, waiting to help you bring indoors the magic and spirit of spring.

Specifically, Cannon towels can match almost any early bloom you'll be seeing—shy jonquil, prim arbutus, violet, myrtle or wood anemone. And match that first patch of grass green that shines through the snow on a southern slope. Our colors for '37 are grouped three

ways: (1) The clear medium shades, as before, (2) the rich "Deeptones" for elegance, and (3) the newest delicate pastels, or "Shadowtones," as pure and helpful as a first spring rainbow.

**new**  
*Cannon Towels*  
"CANNON"  
*fine quality*

New Cannon patterns are likewise thrilling. Several typical winners are illustrated. Most of these cost from 59c to \$1 each—except the one at the far right, which is the Cannon "Royal" in two super sizes, usually priced \$1.50 and \$2. And worth more!

Even if you *have* a towel, it might be well to visit Cannon's Spring Style Show, now going on in smart stores of all sizes across the nation. It might help bring spring into *your* place with a song. . . . Cannon Mills, Inc., New York City.





# BOTH

*are* LIDO

S.S. CONTE DI SAVOIA

The Lido of Venice . . . and the Lido of Italian liners . . . are sisters under the sun! The famed strip of golden, warm sands, splashed by the turquoise of the Adriatic and set off by the glories of Venice across the Lagoon . . . sees its splendor, its color, its charm, its *Lido life* mirrored on the sweeping decks of the superliners Rex and Conte di Savoia . . . leaders of the equally famed Italian Line fleet!

Smart Europe flocks to Venice's Lido "in season". Smart America more and more is flocking to the Italian Line's Lido in *all* seasons—because of the outdoor delights, the mildness, the serene comforts of the Southern Route crossing, at any time of the year.

Soon you will be going abroad again. This time, give your trip the added glamour of a Lido crossing . . . and the added 1000 miles or more of Mediterranean cruising at no added cost. There are two ways to go—a direct, express crossing to Naples, Genoa or Nice on the Rex or Conte di Savoia . . . or a leisurely itinerary embracing as many as ten fascinating ports on the popular Roma, Saturnia or Vulcania. And at the end of your Lido voyage, fast trains will speed you to European capitals!

The leading TRAVEL AGENTS in your city are our representatives. Consult them freely—their services are gratis. Or apply to our nearest office: New York, Philadelphia, Boston, Cleveland, Chicago, San Francisco, New Orleans, Montreal, Toronto.

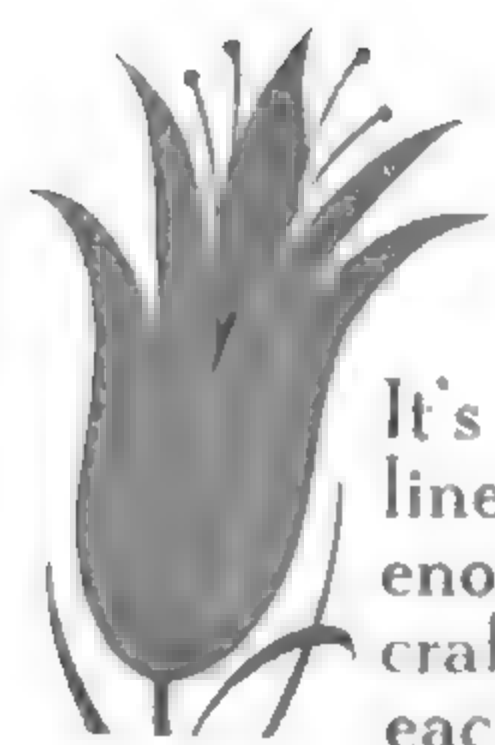


## ITALIAN LINE





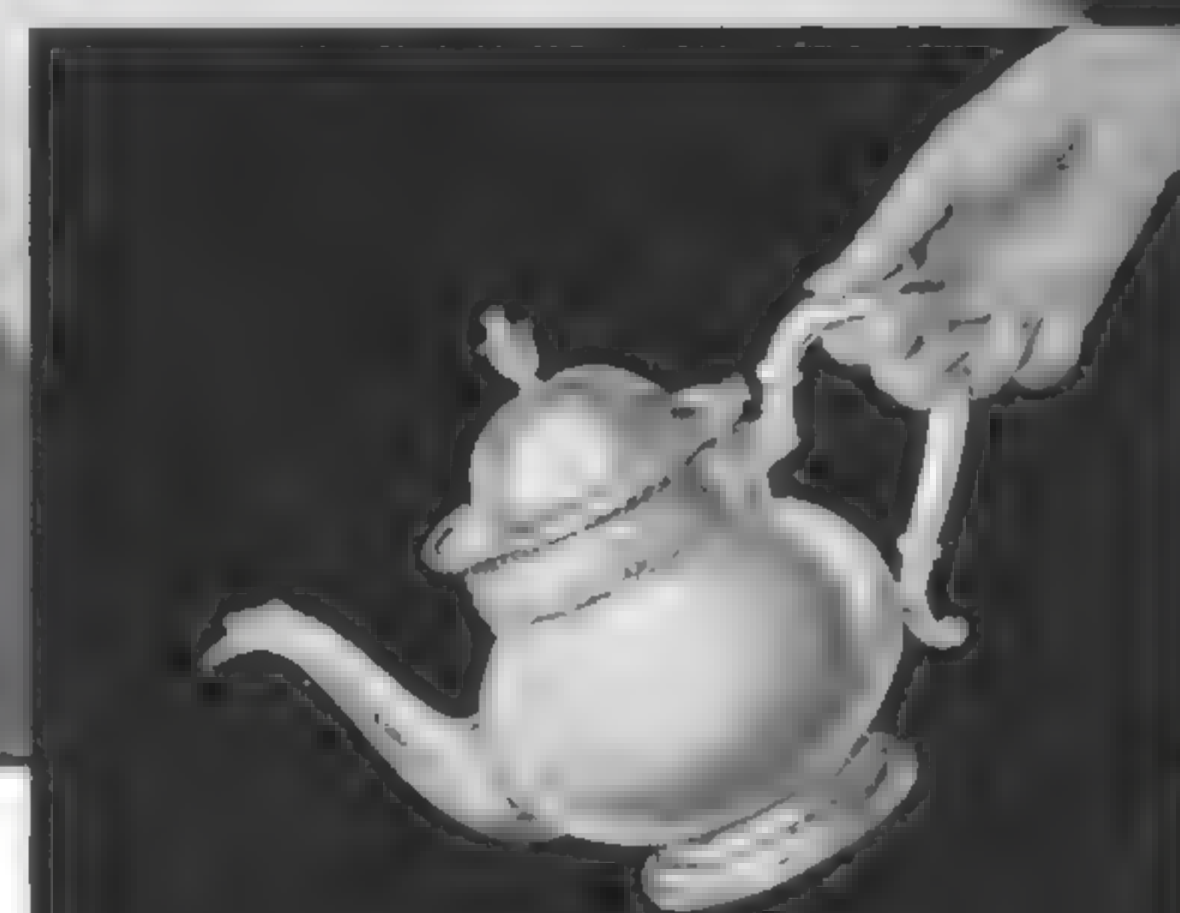
# JULIANA



It's a pattern you can live with! So you'll never tire of Juliana, modern sweeping lines give it simplicity . . . touched with a decorative motif you'll say is "just enough" . . . quaint tulips suggestive of springtime in Holland. You'll see fine craftsmanship in the most minute details of Juliana . . . in the perfect balance of each lovely piece . . . in the shaping of tines and bowls and blades. After years of use, you'll find its satiny sheen undimmed, for the Secret of Watson Park helps it to resist tarnish longer, — to come up smiling after every polishing . . . see Juliana soon, and learn what grace and beauty Watson craftsmanship can bring to sterling silver.

**Watson**   **Sterling**

BY THE SILVERSMITHS OF WATSON PARK



MATCHED IN HOLLOWARE.  
like all popular Watson Sterling!

**WATSON COMPANY**  
347 Watson Park, Attleboro, Mass.  
Please send printed "table-setting" reproductions of "Juliana" and other popular patterns. I enclose 10 cents to cover mailing costs.

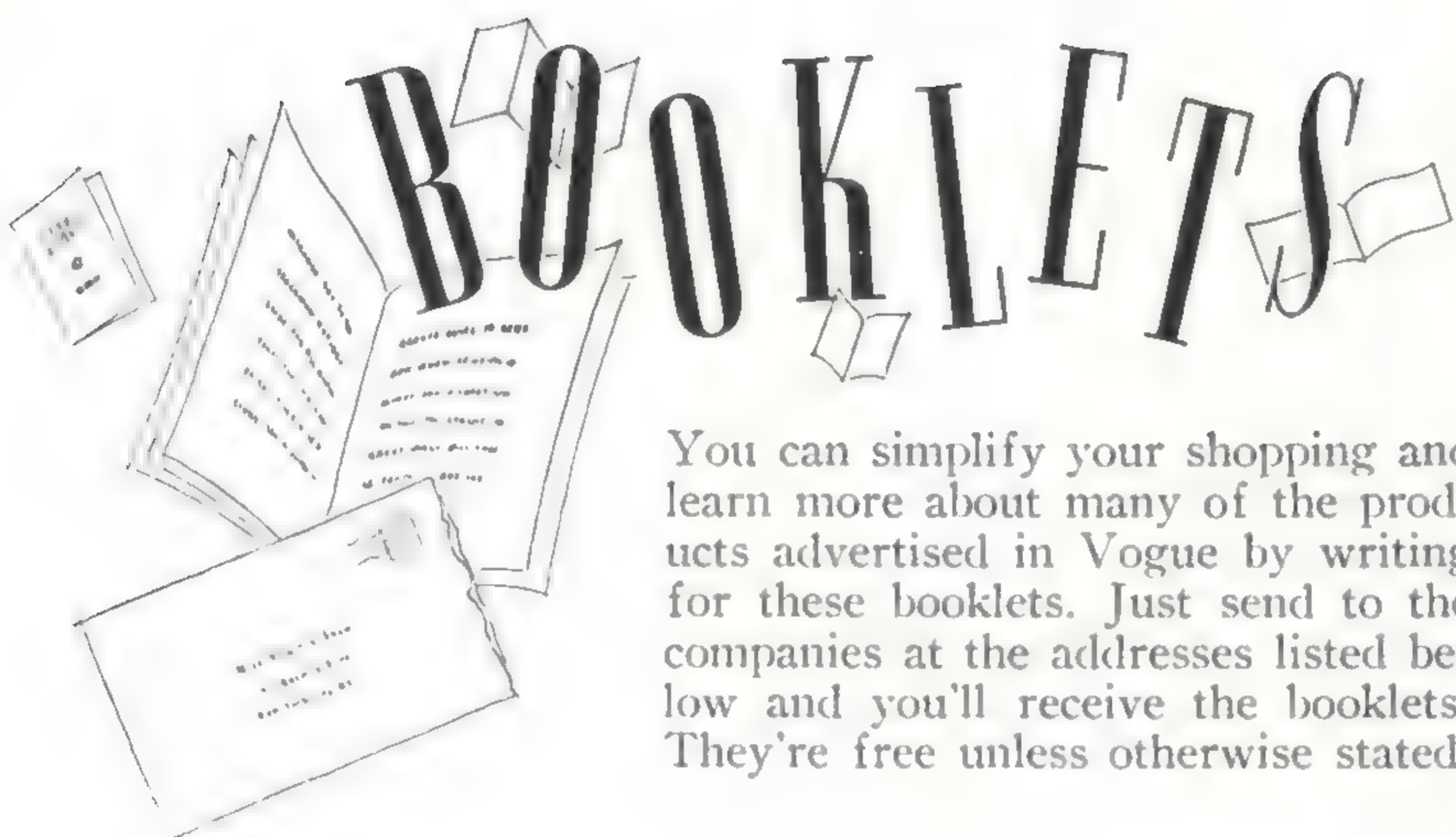
Name

Address



**TRY JULIANA:**  
SET YOUR TABLE with full size printed reproductions. See how this lovely sterling enhances china and decorations! Use the coupon!





You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for these booklets. Just send to the companies at the addresses listed below and you'll receive the booklets. They're free unless otherwise stated.

## BEAUTY

**BEAUTY IN THE MAKING.** In this booklet, Helena Rubinstein gives you the latest, most complete beauty information. She has grouped her beauty aids to meet the needs of the young girl of limited income as well as the woman of leisure. HELENA RUBINSTEIN, DEPT. V, 715 FIFTH AVENUE, N. Y. C.

**FOR BRITTLE NAILS—Brit-Tex** is a preparation that will help prevent brittle nails, and will banish hangnails and hardened cuticle! THOMAS PRODUCTS, INC., DEPT. V, 257 FRANKLIN ST., BUFFALO, N. Y.

**ROUGE GUIDE.** Lady Esther will send you a new booklet telling you how to select the correct shade of rouge and how to apply rouge. She has twelve photographs of different shaped faces, showing the correct application for each. LADY ESTHER, DEPT. V, 2012 RIDGE AVENUE, EVANSTON, ILL.

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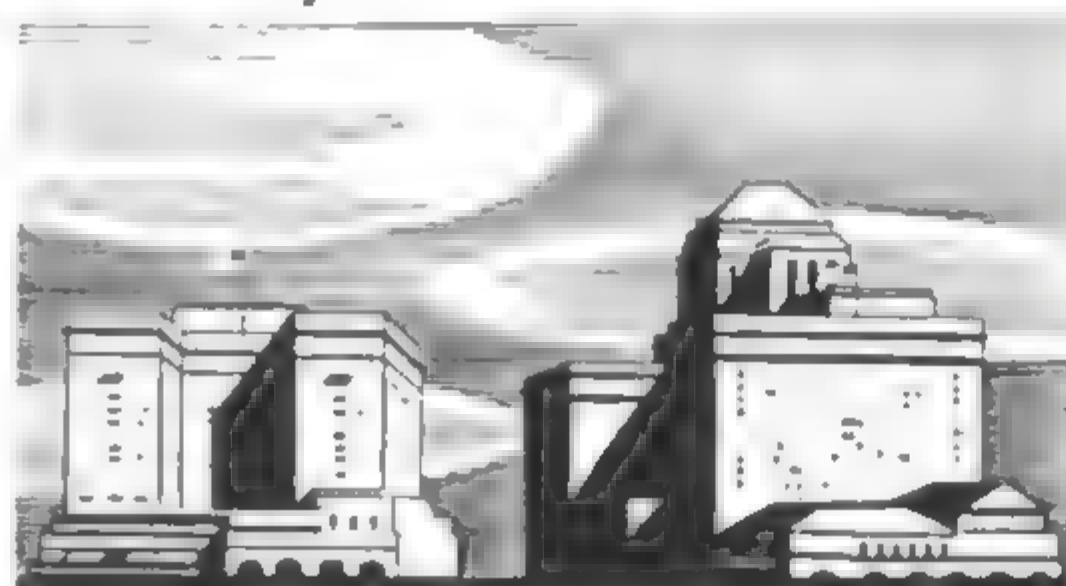
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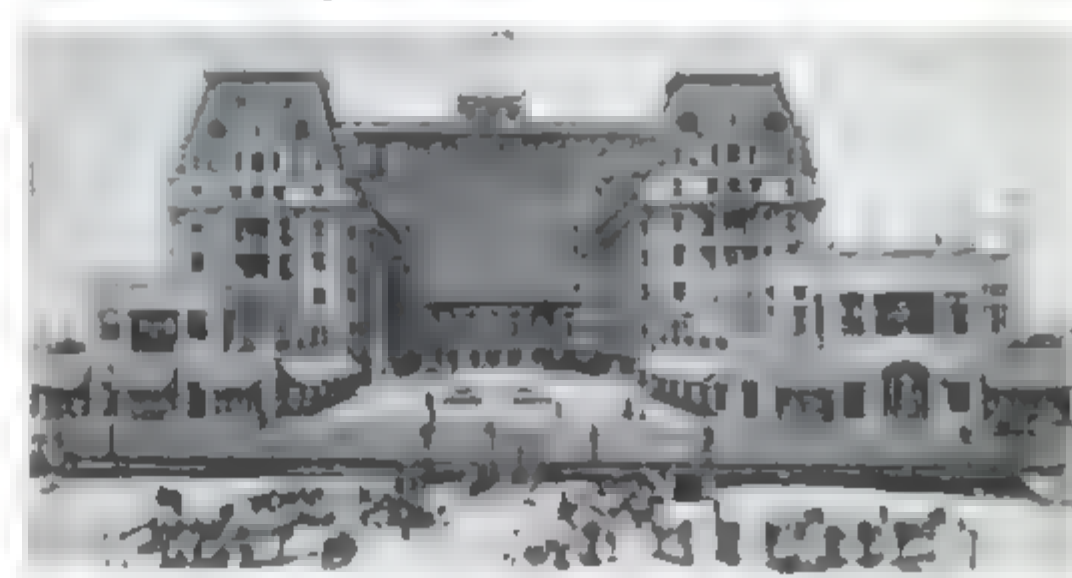
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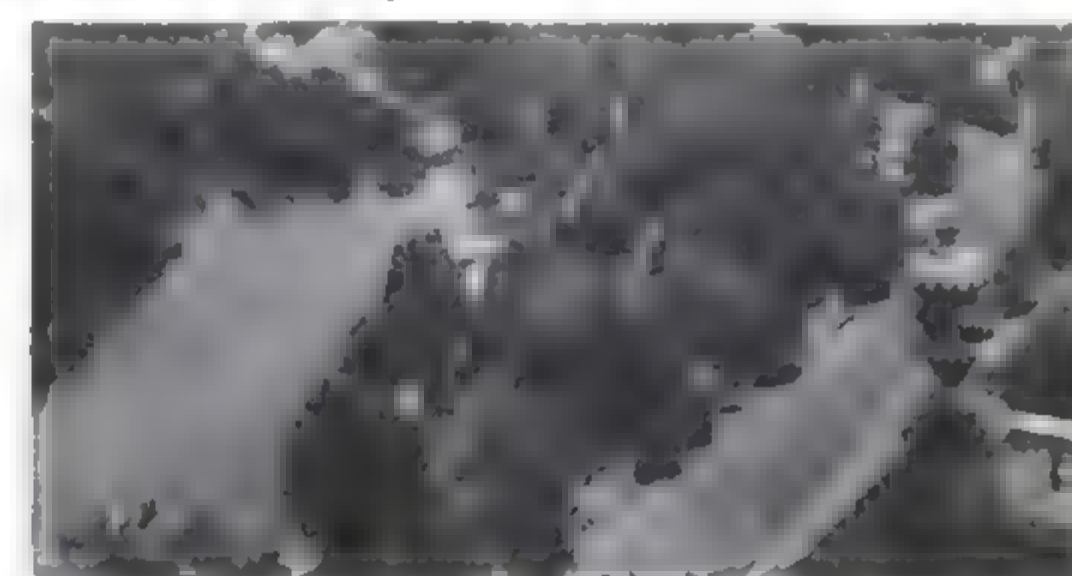
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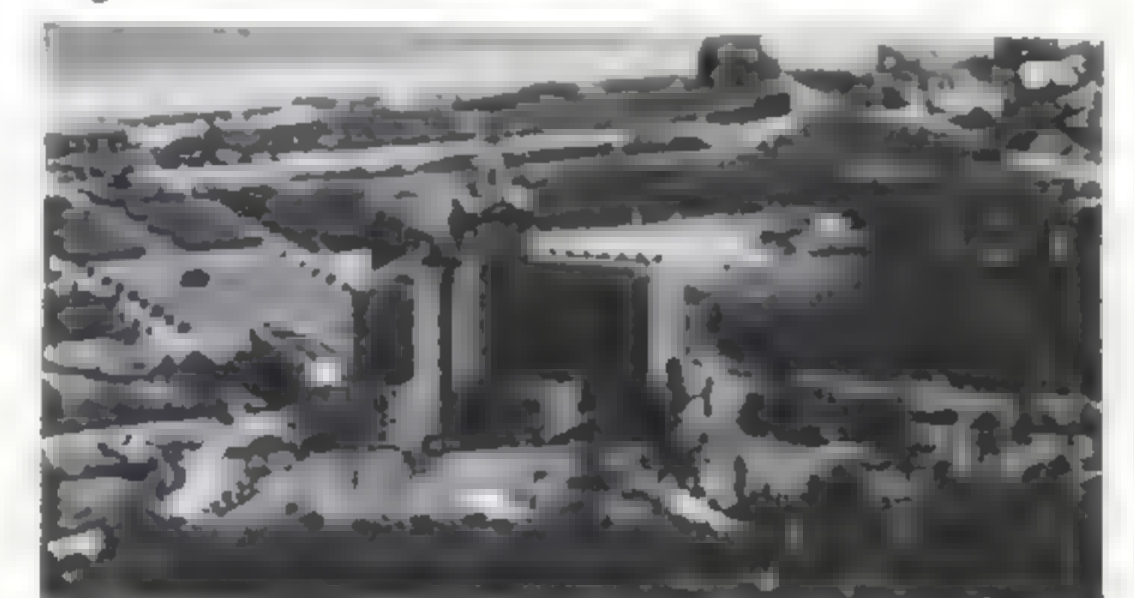
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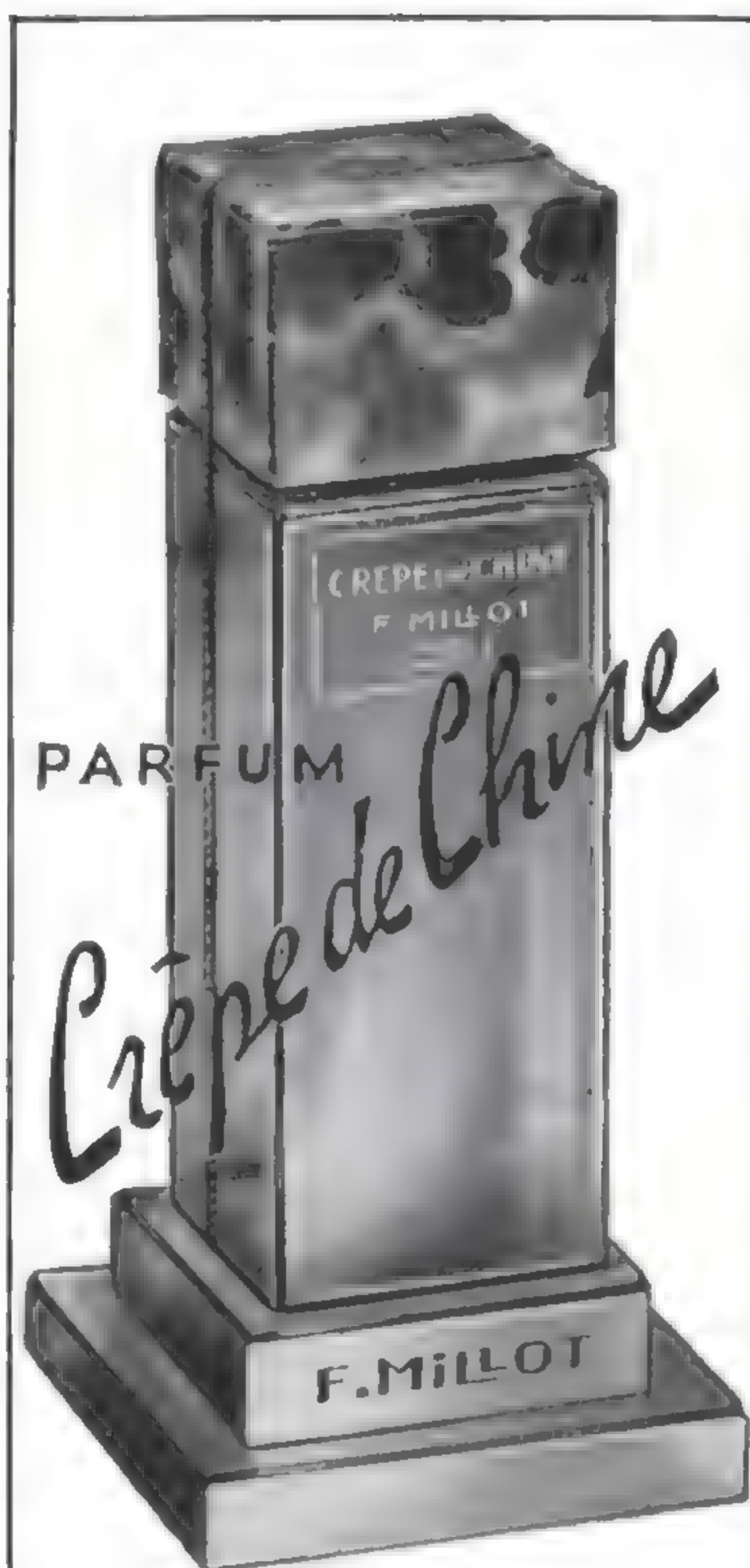


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SECTION 2  
Plans, Elevations, and Gardens for 3 Cottages—Modern, Colonial and Regency. Decorative Schemes for each room in the same style. A complete survey of new furnishings for these rooms, including furniture, fabrics, upholstery, curtains, china, silver, glass, bath and kitchen accessories.





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New York

Dear Janet:

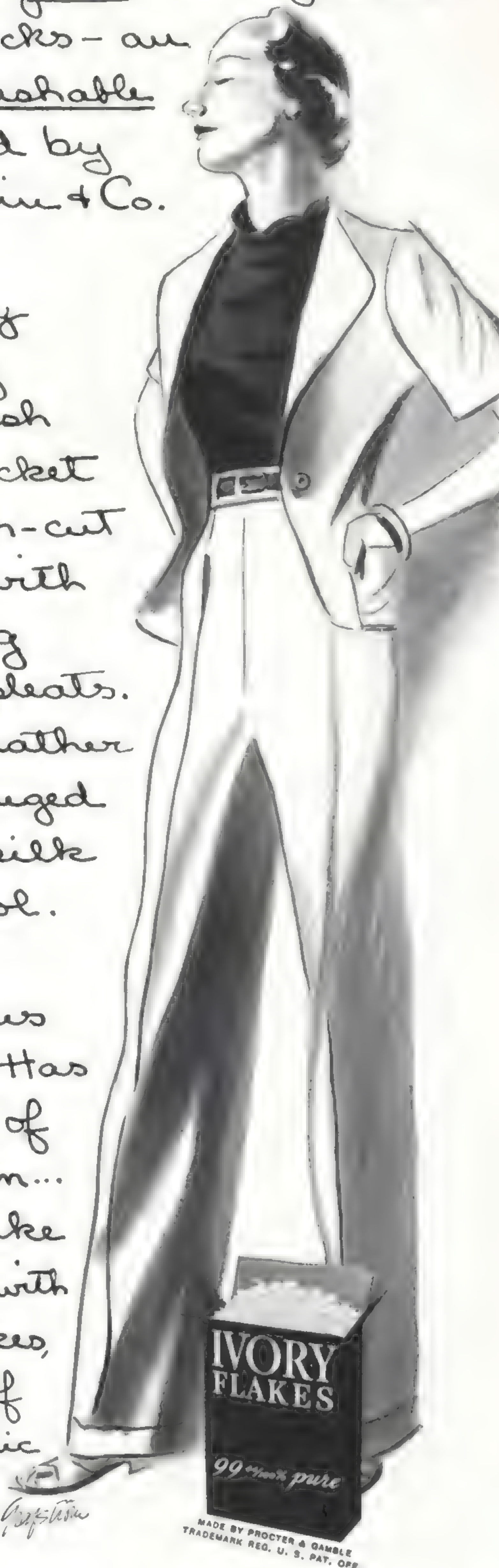
Your idea of making Vogue's Address Book into a real little book to carry in my purse was a wonder! I've used it every minute, saved shopping time, got just what I wanted and never been all tired out, as I was on last year's trip!

Yours, Helen

"Slacks were worn at Cannes from dawn to dawn," says VOGUE. Palm Beach shopped in them. So here's your neat jacket with slacks—an Ivory-Washable presented by I. Magnin & Co.

Masterly tailoring in English drape jacket and high-cut slacks with tapering inverted pleats. Saddle leather belt. Fringed scarf of silk and wool.

Marvelous material! Has the look of homespun... washes like spun silk with Ivory Flakes, the soap of aristocratic purity.



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### HALF-BACKS, 15.75



This well-mannered, but impish, pump with North and South exposure is truly an investment in chic for your feet. We admit it's a bit daring, but as Spring develops, the revealing theme will be the rule, rather than the exception . . . which makes HALF-BACK as modern as tomorrow. It hasn't much above the sole, but that little is sufficient, and indeed flattering. Blue or black twill with mesh front. **15.75**

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AAAAA to C Narrow fitting heel  
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# Vogue Covers

## Spring and sawdust



Anywhere but New York, a circus is a breath-taking affair of trains coming in before dawn, with elephants tugging the cars into place on a lot outside of town: parades with vendors of whistling birds and gas balloons cutting in and out of crowds, and playful clowns snatching pink lingerie out of the pockets of solid citizens.

On the other hand, a circus in Madison Square Garden, while lacking the cosiness of a vacant lot performance, makes up for it with a vast spread of magnificence, spaciousness, and sequinned splendour. This year, the combined circus of Ringling Brothers and Barnum and Bailey opened at the Garden on April 8, and at this very moment is splashing into newspapers and conversations all over town.

Step right up, ladies and gentlemen! Come and see the colossal new opening spectacle—India itself, right in the Garden. And the miracle of the age, ladies and gentlemen, the tallest man known to medical history, the tallest since the dawn of time—Robert Wadlow, the Alton Giant, standing eight feet six inches tall in his stocking feet, at the early age of nineteen years. Think of it—he eats a dozen eggs for breakfast; he sleeps in a bed nine feet long; he wears shoes size 36—size 36, ladies and gentlemen.

Come right along—see these new and sensational features never before on this continent. See the great Magyars, somersaulting from a spring-board; the Holland Horsemen, with Tamara Heyer and Wonder Horses with almost human intelligence. See the Congress of Aerial Daredevils, including the Great Aloys in his blood-freezing, death-defying drop from the Garden Dome, with his head in a hangman's noose!

Come on, ladies and gentlemen: come see Madame Maria Rasputin, famous daughter of Russia's famous mad monk, and her troupe of Liberty Horses. This way, to see the largest aerial all-girl ballet ever pre-

sented! That's it, step right up—to see the amazing acts on the aerial bars, the daredevil cannon flights, the unparalleled bareback riding.

You can't miss it, ladies and gentlemen—there never before, within the memory of man, has been such a stupendous spectacle, such a magnificent panorama, such a colossal assembly of artists. And there never will be again—until next year.

## Indian royalties

Mr. Charles Baskerville, gifted young artist of New York, has just come back from a five months' stay in India, and has a new exhibition of his paintings opening at the Reinhardt Gallery on April 20. While he was in India, he was the guest of the Princess Brinda of Kapurthala. (The Grand Duchess Marie was there at the same time.)

During his stay, Mr. Baskerville received commissions from several maharajas and maharanees to paint their portraits, and these canvases are the ones you'll see if you go to the Gallery. All the Indian notables got out their glittering costumes and fabulous jewels for the sittings, and since they consider jewels under five carats mere pebbles, the result is documentary.

Mr. Baskerville is too well-known in American art circles to need further definition. His canvases of well-known society women have added as much lustre to his reputation as his murals; in between all this activity, he has painted screens. This coming exhibition is his first in five years—worth the wait, as any of his followers will assure you.

## Traveller's fare

April fifteenth marks the opening of the Grand Central Newsreel Theatre, dedicated to all the victims of unsympathetic train schedules, who hitherto have worked off the minutes in clock-watching and pacing. For some months now, the halls of Grand Central have reechoed with the sound of muffled hammer blows and the badinage of assorted workmen. Now, at last, the general public can see what it's all about.



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NINTH FLOOR



# the town

This theatre-within-a-station was thought up by a Mr. Sloan who is part of the firm of Sloan and Robertson, architects. It's pretty tiny, seating a mere two hundred and forty-two people, but, since the turn-over is rapid (one hour sees the end of a program), the size really doesn't matter so much. You can see equally well from any point in the house, even to being able to count the bristles in Hitler's moustaches.

## Gardens again

If *Gone with the Wind* left you with a fine old Southern nostalgia and a magnolia-scented illusion about plantation existence—or if superb estates, pre-Revolutionary and modern are a special weakness—you will want to know about Garden Week in Virginia, April 26 to May 1, sponsored by the Garden Club of Virginia; and the Maryland Garden Pilgrimage from April 30 to May 8, sponsored by the Federated Garden Clubs of Maryland.

In Virginia, the cradle of American liberty—the cradle, in fact, of American history—more than a hundred magnificent old houses and gardens will be thrown open to the public during Garden Week; places as lovely, in their way, as any of the Stately Homes of England, and very nearly as historic.

Besides the famous old plantations, many of the finest modern Virginian gardens will be on view; and such celebrated landmarks as Kenmore, the home of George Washington's only sister; and Stratford, the birthplace of Robert E. Lee.

You will, of course, want to see Williamsburg, restored; the unique, perfect example of an eighteenth-century Colonial town, intact and lovely. Many of its private homes will be open to the public, and a new and rare collection of furniture and paintings from England is at the Governor's Palace.

In Maryland, the Federation suggests an arrangement whereby one ticket will do for most of the houses in a particular county, at a saving on the original admissions.

The proceeds from these pilgrimages further restoration work, so, obviously, the more you see this year,

the more you see next. We can think of nothing that will give you a more patriotic feeling of secure beginnings.

## Town gossip

The Junior League will present three performances of the New York Junior League Follies (only members of the League and their friends in the cast), at the New Amsterdam Theatre, on April 23 and 24, and a matinée on April 24. If successful, the show will be an annual event. It will, like the professional Follies, consist of skits, songs, dances, and choruses. The three main welfare projects of the Junior League will benefit—the Housekeeper Service, Occupational Therapy Department of City Hospital, and the Junior League Clothing Center.... On April 27 and 28 at the Metropolitan Opera, Igor Stravinsky will conduct the New York Philharmonic Symphony Orchestra in the rendition of the world première of his ballet, "The Card Party," and the American débuts of two other ballets by the same composer.... The annual Gift Horse cocktail party, to be given by the New York Exchange for Woman's Work, will be held April 15 in the Viennese Roof of the St. Regis. Started four years ago as a small intimate party, it has grown to an attendance of over two thousand people. The feature of the afternoon will be a "Gift Horse" laden with prizes for ticket holders. Shops, hotels, and restaurants donate hundreds of gifts—everything from furs, cases of champagne, orders for dresses, free dinner-parties at restaurants, theatre tickets, to terrapin for six cooked by the chef of the Union League.... The second New York Amateur Photographic Exhibition is scheduled at the Art Galleries in the Squibb Building from April 24 through May 1.... An extraordinary diamond exhibition opens April 12 at Marcus and Company, where you may see, among other interesting items, duplicates of world-famous stones, the Cullinan, the Jonker, the Kohinoor; a demonstration of how diamonds are cut and polished; a series of diamond and ruby roses modelled from actual flowers and miniature replicas of the British Crown jewels. "FLANEUR"



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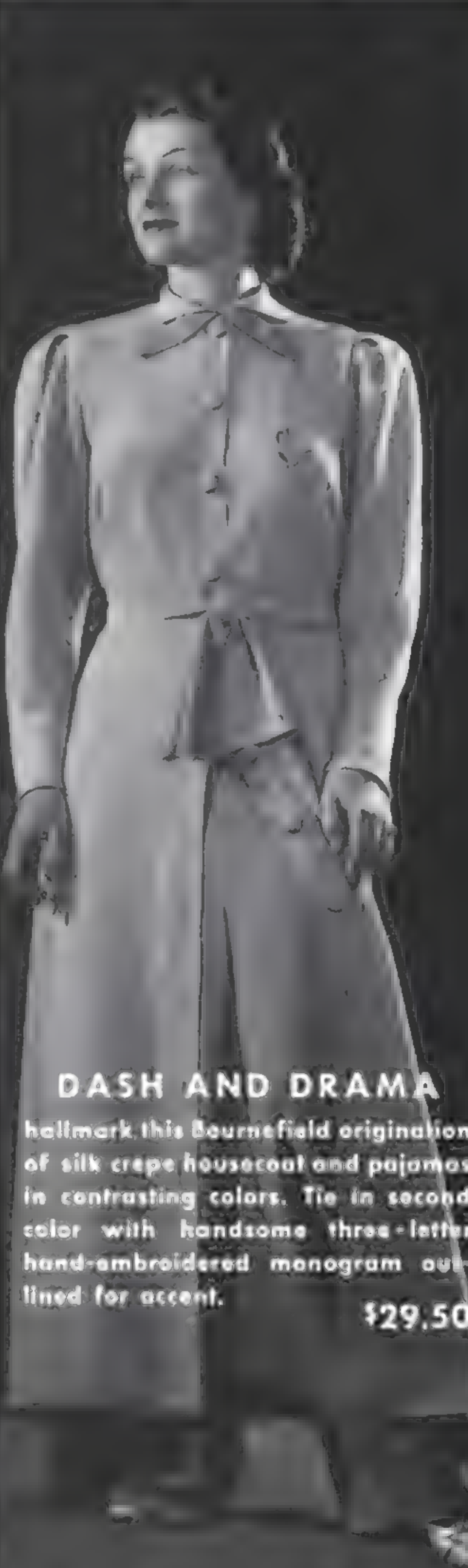
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## WHAT TO DO IN ENGLAND

By Marie H. Watkins

[Editor's Note: If you're going to England for the Coronation and intend to stay any length of time, here is a fund of information on British activities and etiquette, which Mrs. Henry Watkins has allowed us to publish from a book she is preparing.]

is called "pink," but actually is scarlet. During the hunting season, members of a hunt add picturesqueness to country balls and dinners, by wearing their hunt evening coats.

### RACING

THE word "hunting" in England means riding to hounds, and does not include shooting birds. The one is hunting foxes, stags, and hares on horseback (also hunting hares with "beagles" on foot), and shooting is shooting pheasants, partridges, grouse, et cetera, on foot.

"Hunting in the Shires" means in the country hunted over by the following packs: The Belvoir (pronounced Beevor), the Cottesmore, the Quorn, the Fernie, and the Pytchley. Subscription varies for these from £30 for one day per week, for the season.

To quote a few:

#### THE BERKELEY

£25 for one day per week, for the season  
Cap for non-subscribers £2 per day

#### THE BELVOIR

£35 for one day per week, for the season  
Cap for non-subscribers £3. 3. 0 per day

#### THE BICESTER

(pronounced Blister)

£25 for one day a week, for the season  
£15 for two days a week, for the season  
£65 for three days a week, for the season  
£85 for four days a week, for the season  
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#### THE PYTCHLEY

£35 for one day a week, for the season  
Cap for non-subscribers £3 a day

#### THE QUORN

35 gns. for one day a week, for the season  
65 gns. for two days a week, for the season  
Cap for non-subscribers £3

#### THE COTTESMORE

£35 for one day a week, for the season  
Cap for non-subscribers about £3

#### THE FERNIE

£30 for one day a week, for the season  
Cap for non-subscribers about £3

#### BLACKMORE VALE

(for residents)

£15.15. 0 for one day a week, for the season  
£26. 5. 0 for two days a week, for the season

#### SOUTH DORSET

£10 per one day a week, for the season  
Cap for non-subscribers £1

A "Cap," varying between £2 and £3 usually, is collected from non-subscribers at the Meet. A Cap is only taken three times, after that one must subscribe if one decides to hunt with the pack.

The various hunts have their own livery; i.e., the colour of the coat collar. Nearly all coats are pink, but there are some exceptions, such as the Berkeley, the Old Berkeley, who wear yellow plush, and the Heythrop, who wear green plush. The colour of the coats

The most important races are the five Classic races for three-year-olds. These consist of the Two Thousand Guineas and the One Thousand Guineas run at the first spring meeting at Newmarket, which takes place at the end of April or the beginning of May. These are followed by the Derby and the Oaks at Epsom. These races are run during the Epsom Summer Meeting at the beginning of June; the Derby always being run on a Wednesday and the Oaks on a Friday. (Actually, the Derby is usually run on the first Wednesday of June.) The last Classic race is the St. Leger at Doncaster, in September. The two most popular race-meetings with ladies are Ascot and Goodwood. Ascot takes place during the third week in June, and Goodwood the last few days in July and the beginning of August, just before Cowes week. Both Ascot and Goodwood are four-day meetings, starting on Tuesday and finishing on Friday. Goodwood takes place in the Duke of Richmond and Gordon's private park in Sussex, and is much less formal than Ascot.

There is racing practically every day of the week at some place. Flat-racing starts at Lincoln in the third week in March, and finishes at Manchester towards the end of November, and the remainder of the time, from December until flat-racing starts, is the steeplechasing season. The big race of the steeplechasing season is the Grand National at Liverpool during the third or fourth week of March. This is over four and a half miles of country with sixteen jumps.

### YACHT RACING

After Goodwood comes Cowes week. The Royal Yacht Squadron (the yachting equivalent of the Jockey Club) holds its races early in August at Cowes, and is followed by other Solent races until the yachts move westward for further racing along the South coast.

### STALKING

Stalking—or, properly speaking, deer-stalking—is and has been the king of sports and the sport of kings in Scotland from time immemorial.

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**Fred**  
**THE HAIRSTYLIST** 18 EAST 49th ST. • ELdorado 5-2220



The word "forest" is apt to conjure up visions of trees, woods, and shady walks. The deer forests in question are, with few exceptions, devoid of trees. They are tracts of mountainous country through which the sportsman walks, climbs, and crawls, and earns his reward by the sweat of his brow.

When renting a forest, the following few hints may prove useful:

A forest is let either with a house, or the tenants may stay at a hotel. The rent, which is generally calculated at £15 a stag (£30 a stag pre-War), naturally depends on what other sport there is in addition to stalking, and whether the house is an up-to-date castle with electric light and a number of bathrooms, or only an out-of-the-way lodge, unoccupied except during the shooting season, with possibly only one bathroom, and lit by lamps. If there is grouse shooting included, it may give anything from one hundred or so brace. The fishing, too, may be either salmon, or only trout.

The period for deer-stalking varies from about August 12 to October 12 for stags, and from November 10 to the end of March for hinds. There is no actual close time for deer as there is for game birds, and the date when stalking stops is when the venison ceases to be in good condition. The date of closing varies somewhat in different districts. In some it stops on October 10, while in others it continues till October 15.

#### OTHER EXPENSES

The following notes will give an idea of what expenses will be incurred above the actual rental of the forest. One stalker per beat is included in the rent. All ghillies and ponies are hired by the tenant. For every guest sent out, two ghillies and one or two ponies must be supplied, in addition to the stalker supplied by the owner of the forest. These ghillies should be hired for the season. The agent through whom the forest is taken should be able to supply information as to the rates of hire in the district concerned. The maximum number of rifles out for the day is two rifles on three beats. During the last part of the season, when the stags are roaring and moving about more than earlier in the season, one rifle can be sent out on each beat every day. Off days must be expected, owing to mist and rain, which make spying and stalking impossible. Contrary to the custom in other countries, telescope sights should not be used except in cases of defective sight.

If a shooting-lodge is included, the tenant usually has to supply plate, linen, and servants. It is an advantage if a forest is well pathed, as this enables a pony to be ridden a good deal of the way, and obviates a long drag

to get the stag down to the pony.

A guest staying a week stalking four days and killing a stag each day would give his stalker £2 and the ghillies 10/- each. If he has never shot a stag before, he gives his stalker an extra £1.

#### FISHING

Good salmon summer and autumn fishing are difficult to get, and the autumn fishing generally goes with the forest or moor to which it belongs.

It is well to ask the record for the previous three seasons. Fishing specially depends on the amount of rain. Spring and summer beats are usually taken by the month, and from June to August for the season. It is essential to have a good ghillie who knows the water and which flies are suitable, until the necessary knowledge is acquired.

In Scotland, it is easier to obtain good trout than salmon fishing in rivers leased by hotels. The best months are May, June, and July, and the season ends on September 1. Trout-fishing in Scotland generally goes with shooting or stalking, or is leased by some hotel for its guests.

The best trout-fishing is in England.

#### GROUSE MOORS

In England, grouse are chiefly found in Yorkshire; Scotland is the land for grouse.

A tenant wishing to rent a grouse moor must decide whether he wishes to shoot over dogs or drive. If shooting over dogs, the best number of guns in one party is two, but on a large shoot there may be more than one party sent out at a time. If the ground is driven, it is shot with from six to eight guns.

Over ground which is principally deer forest, the tenant will shoot grouse when the season opens on the twelfth of August, and then rest it for a little to give the deer time to settle down before the stalking starts.

#### OXFORD AND CAMBRIDGE UNIVERSITIES

The two great sporting events are the Oxford and Cambridge Boat Race, which takes place on the Thames during Lent; and the Oxford and Cambridge Cricket Match played in July at Lord's Cricket Ground.

The occasions when entertaining is done at Oxford are "Eights Week" (inter-college boat-racing) and "Commem."—namely, Commemoration, when dances are given by the different colleges, and the "Grinds" (steeple-chases).

The chief social events at Cambridge take place in May week (always a fortnight in June!) when there are sports competi- (Continued on page 56)

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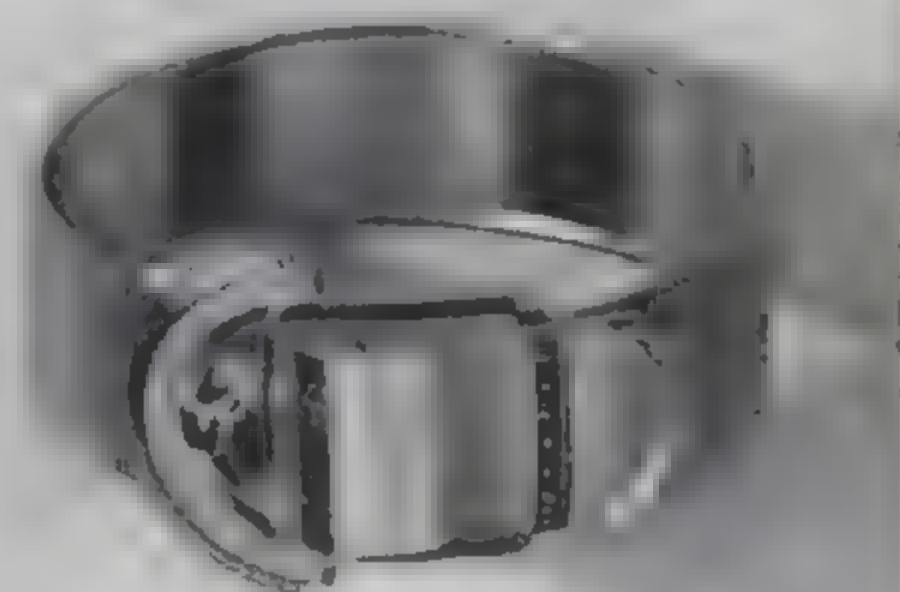


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or low heel.

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## WHAT TO DO IN ENGLAND

(Continued from page 55) tions and  
races, and certain colleges give dances.  
Caius College is pronounced "Keys."

### PUBLIC SCHOOLS

Winchester, Eton, Harrow, Chel-  
tenham, Rugby, Marlborough, Stowe,  
and Wellington are the leading English  
public schools. At Eton and Harrow,  
the boys are called "boys," but at Win-  
chester they are called "men." Harrow  
only became a fashionable school in  
the reign of George I.

The great day at Eton is the  
fourth of June (George third's birth-  
day) when, apart from speeches, there  
are a procession of boats, a cricket-  
match, and fireworks in the evening.  
Men guests wear tall hats. The boys  
who row are called "wet bobs," and the  
boys who play cricket are "dry bobs."  
There is also an institution called  
"pop," to which the young bloods be-  
long.

### PRESENTATIONS AT COURT

Should foreigners wish to be pre-  
sented at Court, they must apply to  
their Ambassador. Applications should  
be made before the first of January. In  
Queen Victoria's reign, the Courts,  
which were called Drawing-rooms, were  
held by day, and debutantes placed  
their right, ungloved hand under the  
Queen's and, whilst making a curtsy,  
kissed the Queen's hand. Her Majesty  
disliked a nose touching her hand, so  
it was an anxious moment for those  
with out-sizes in noses. Now the Courts  
are held in the evening, and débu-  
tantes curtsy without kissing the  
Royal hand. Next day, those attend-  
ing a Court inscribe their names in  
the book at Buckingham Palace. For  
special information, application can  
be made to the Lord Chamberlain's  
office.

You address the King as "Sir"  
in social intercourse, and "Your Ma-  
jesty" on public occasions. The right  
form of address to the Queen is "M'am"  
(social) and "Your Majesty" (public).

You would, for instance, say at the  
opening of a public building, with  
officials in hearing distance, "Would  
Your Majesty like to walk in the  
garden?"; but if you were hostess  
to the Queen at your own house in  
the country, you would say, "Would  
you like to walk in the garden,  
M'am?"

When showing the King or  
Queen or Royalties round, say a house  
or an exhibition, it devolves upon the  
guide to take the lead and call atten-  
tion to items of interest. This is obliga-  
tory.

It must be remembered that  
Royal Personages speak first; it is not  
for the subject to start the conversation,  
but, when meeting them privately, this  
rule can be relaxed, for which they are  
grateful.

N.B. Those with some personal  
acquaintance with the King and Queen  
might write direct, commencing the  
letter:

*Your Majesty:*

*Mrs. X. presents her humble  
duty and desires to bring before Her  
Majesty's gracious notice, etc., etc.*

No grammatical rule is observed  
in a direct communication to the King  
or Queen, "Mrs. Bland presents her  
humble duty to Your Majesty," etc.

All other communications should  
be made through the Private Secretary,  
or if for "Service" matters (i.e., Army,  
Navy, etc.) through the appropriate  
Equerry. For the Queen and the other  
royal ladies, always through one of  
their Ladies-in-Waiting.

In communicating with other  
members of the Royal Family, one  
should always communicate through  
the Private Secretary. We except those  
whose degree of royal friendship en-  
ables them to write direct in answer  
to personal letters. These letters, how-  
ever, are usually begun and ended  
formally:

Your Royal Highness  
(text)

ending—

Your Royal Highness's Obedient  
Servant.

Also, accepting an invitation—

Your Royal Highness,

I have the honour to accept  
your Royal Highness's gracious invita-  
tion, etc.

I have the honour to be

Your Royal Highness's Obedient  
Servant.

Avoid the second personal pronouns  
(You, Your).

### ROYAL PRECEDENCE AT DINNERS OR LUNCHEONS IN ENGLAND

The King.

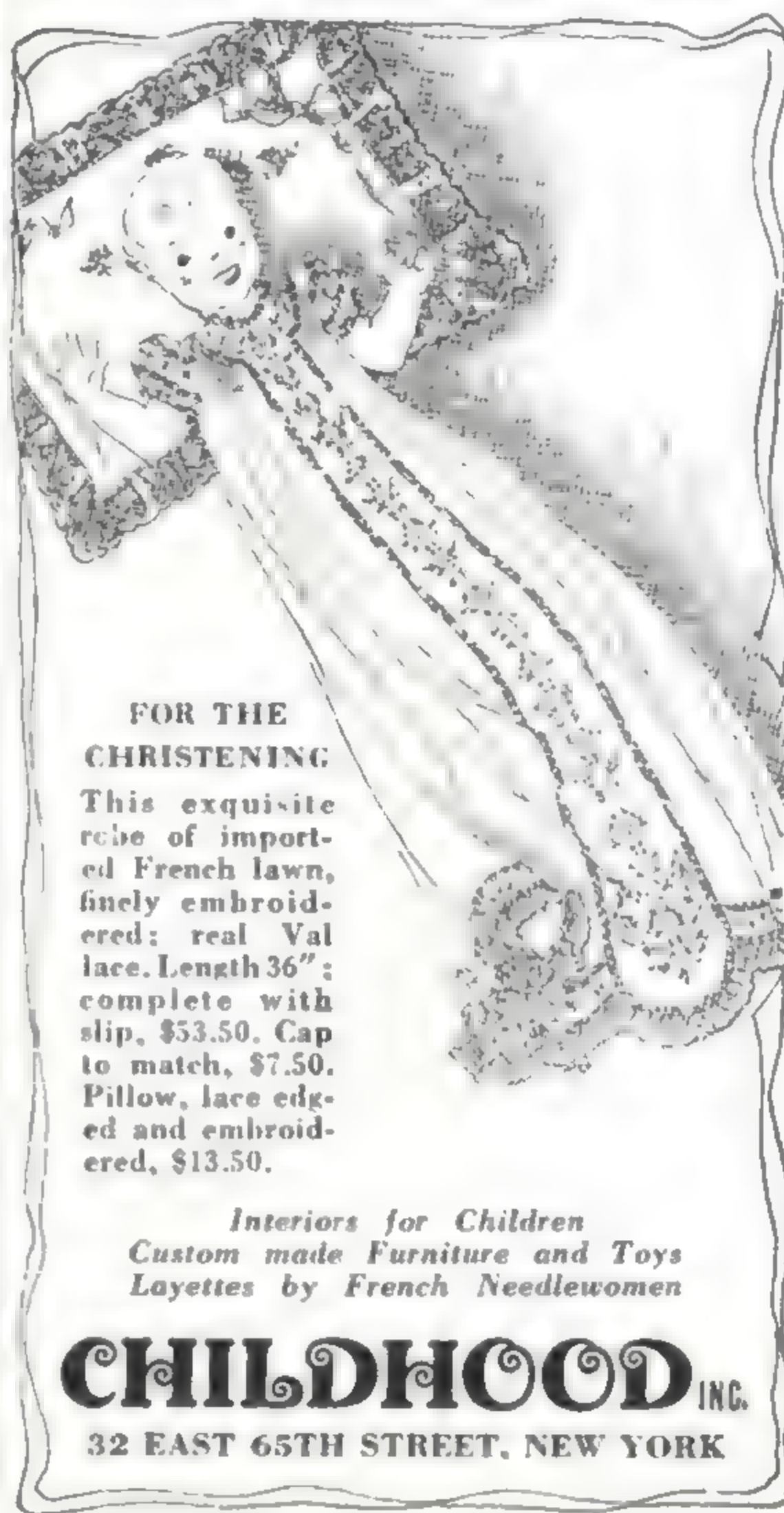
An English Royal Prince goes  
in first with hostess.

An English royal lady goes in  
before her husband, if he is a foreign  
royalty.

A royal guest gives the signal to  
join the ladies; otherwise, the host  
does.

The Royal Dukes take prece-  
dence of the Royal Duchesses going in  
to dinner: i.e., the Duke of Gloucester  
goes in before the Duchess of Glouces-  
ter.

In the reign of King George V.,  
the signal for the ladies to leave the  
dining-room was given by King George  
and Queen Mary rising simultaneously.

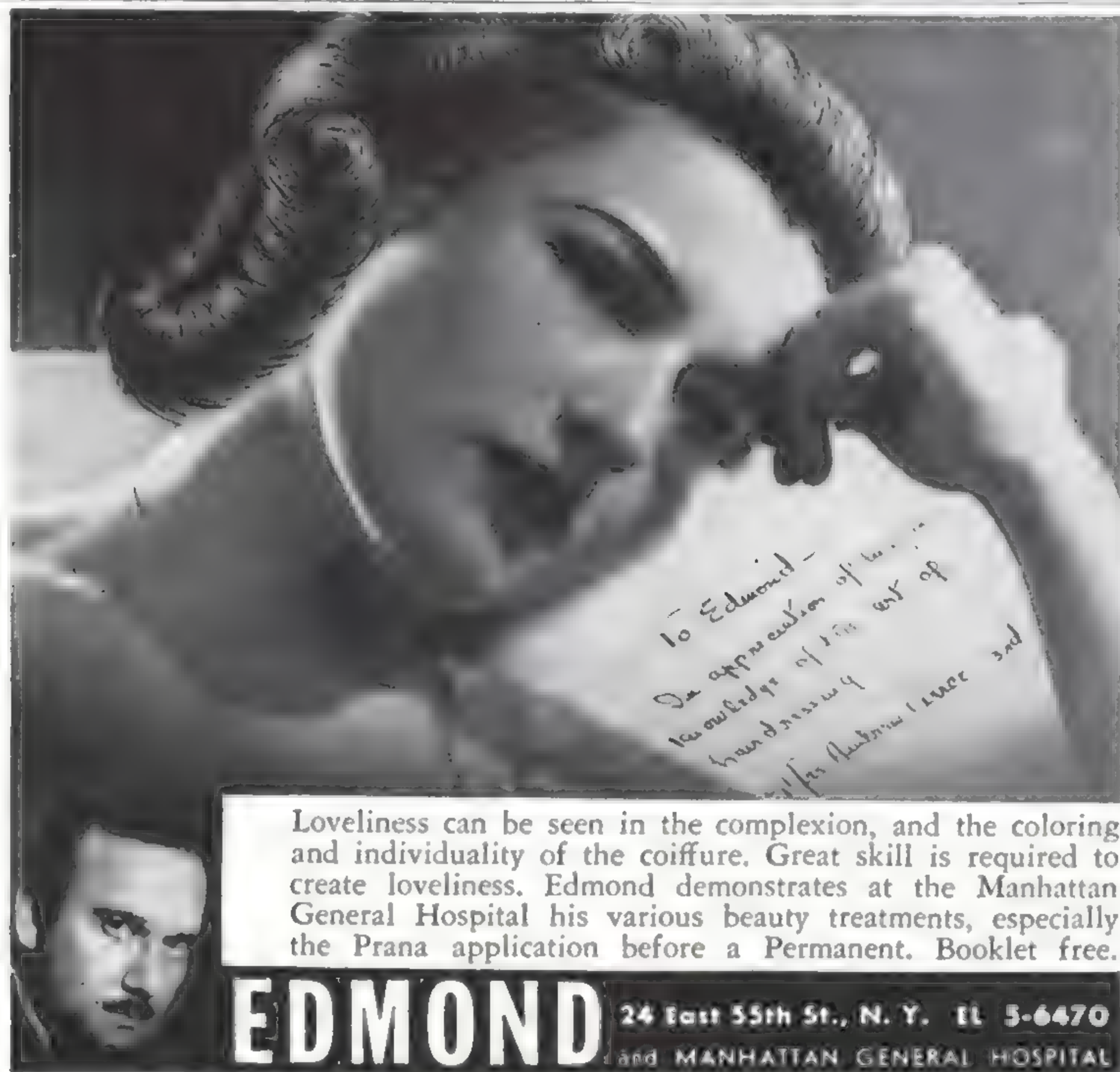


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## TITLES

Titles in England are rather muddling. In the first place, the family name and the title are often different. When a commoner is elevated to the Peerage, he chooses a title by which he shall be called, but his children retain the family name with the addition of the courtesy title of Honourable. On the other hand, some people choose their family name as their title; for instance, when Sir Douglas Haig was created an Earl in 1919, he chose the title of Earl Haig. However, in the higher ranks the family name and the title are almost always different.

The highest British title is Duke, and to a Dukedom other lesser titles are attached, and a Duke's eldest son is called by the second title, and the eldest son's son by the third title. These are only "courtesy" titles, and their holders can be elected to the House of Commons. The Duke's younger sons and daughters have courtesy titles; i.e., Lord John and Lady Constance—followed by the family name. The children of these younger sons and daughters are plain Mr. and Miss, without even the designation of "Honourable." This strikes a foreigner as too great a come-down. Some Marquesses and Earls have no "of" in their titles; e.g., Marquess Camden, Earl Cadogan, Earl Haig. Dukes are always "of." Viscounts and Barons never.

The premier Duke of England is the Duke of Norfolk, and his family name is Howard.

The premier Duke of Scotland is the Duke of Hamilton; his eldest son is the Marquis of Clydesdale who lately flew over Mount Everest, and his younger children are Lady Jean Douglas-Hamilton, Lord George Douglas-Hamilton, etc. The premier Duke of Ireland is the Duke of Leinster; his son is the Marquis of Kildare, and the third title would belong to the eldest son of the Marquis of Kildare (Offaly). The family name is Fitzgerald. There are also premier titles among the other orders.

Duke and Duchess are the only titles used in conversation. You address a Duke as "Duke" and a Duchess as "Duchess," avoiding too frequent repetition. Servants and dependents address them as Your Grace, using the old third person familiar to us in Italian or Spanish. A Duke's eldest son ranks and takes precedence as a courtesy Marquess, even though he uses a lower title. The same rule applies to ranks of Marquess and Earl. Letters are addressed:

The Duke of  
The Duchess of

Official and business correspondence differs from private correspondence and is addressed formally:

His Grace  
The Duke of  
Her Grace •  
The Duchess of

Unofficially, you begin a letter

Dear Duke  
Dear Duchess—

or, less formally,

My dear Duke  
My dear Duchess—

A duke's coronet is adorned with eight gold strawberry leaves.

The titles Marquis and Marchioness are not used in conver-

sation. They are Lord and Lady So-and-so. In writing, you begin a letter:

Dear Lord So-and-so.  
Dear Lady So-and-so.

but on the envelope you put:

The Marquis of So-and-so.  
The Marchioness of So-and-so.

The same applies to Earls, Countesses, Viscounts, and Viscountesses.

Envelopes are addressed:

The Earl of So-and-so  
The Countess of So-and-so  
The Viscount So-and-so  
The Viscountess So-and-so

and in each case begin the letter

Dear Lord So-and-so  
Dear Lady So-and-so

The next title is Baron; this differs in that you put on the envelope

The Lord So-and-so  
The Lady So-and-so

and a letter begins

Dear Lord So-and-so  
Dear Lady So-and-so

The widows of peers have Dowager prefixed to the title on the envelope.

The Dowager Marchioness of So-and-so  
Inside, of course, you begin

Dear Lady So-and-so

Many Dowagers prefer not to be styled thus, but "Mary Countess of . . ." They are summoned to Court as "Dowager," however. They are not dowagers until there is a new peeress; i.e., when the son or successor marries.

But in some cases, widows or any divorced peeresses prefer letters to be addressed:

Sara, Marchioness of So-and-so

Widows and divorced peeresses who remarry, often use their title, which is recognized by courtesy, but officially they are Mrs. (if the second husband is untitled).

All peers have the privilege of being styled Cousin by the King (in abeyance). The younger sons and daughters of Dukes and Marquises are addressed. (Continued on page 58)



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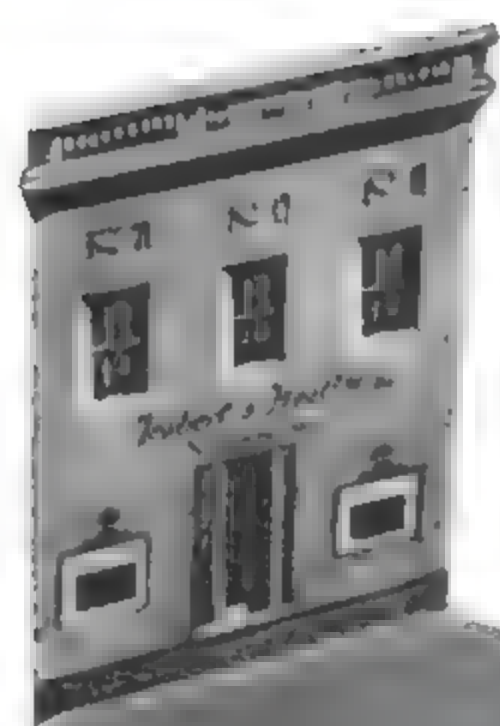
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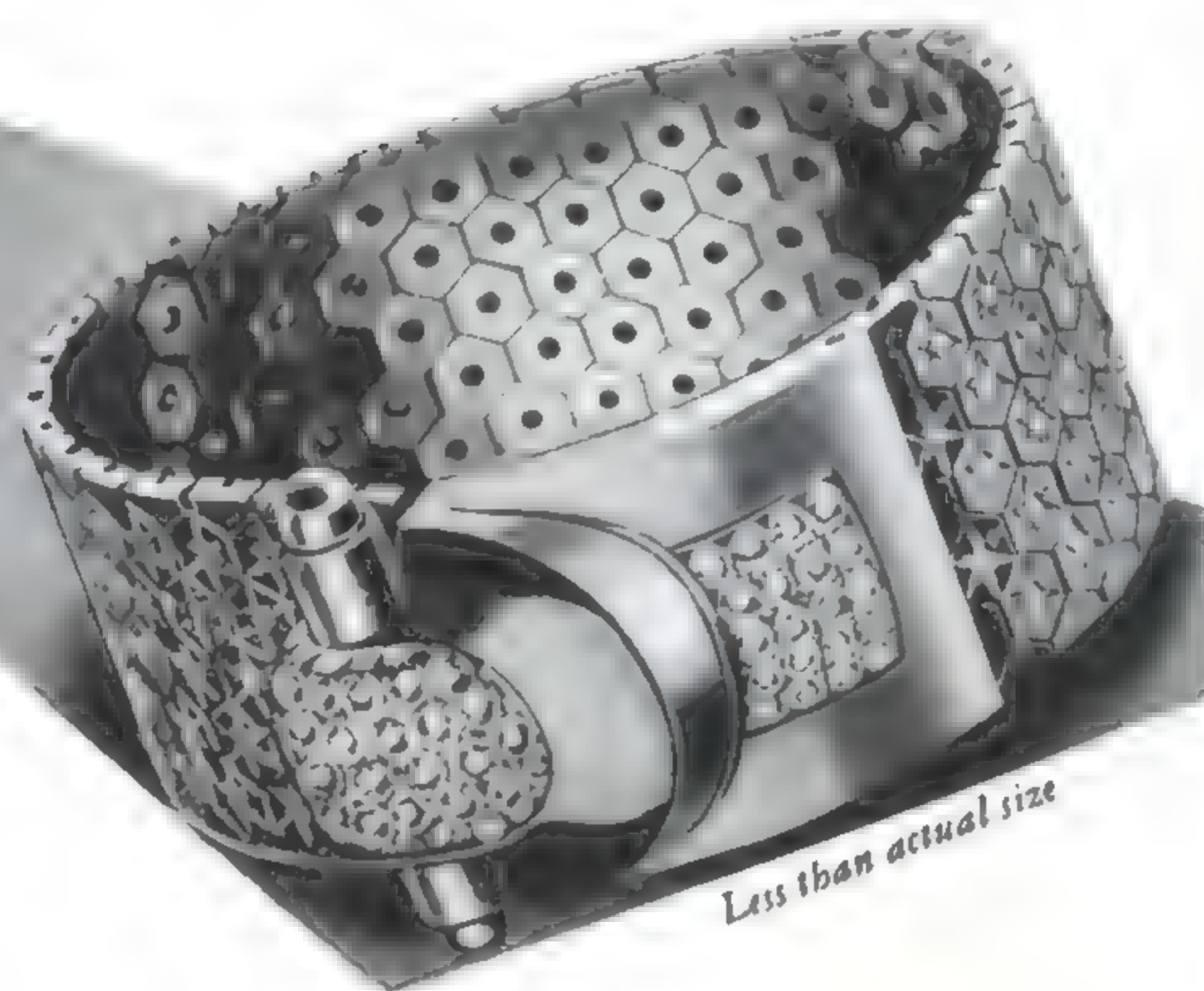
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## WHAT TO DO IN ENGLAND

(Continued from page 57) on the envelope

The Lord John So-and-so  
The Lady Mary So-and-so

and the letter begins

Dear Lord John, Dear Lady Mary

Wives of the younger sons of Dukes and Marquises are addressed by their husbands' Christian names on the envelope—

The Lady John So-and-so  
a letter to her would begin

Dear Lady John So-and-so  
and in conversation she would be addressed as Lady John So-and-so—the surname is used. The younger sons of an Earl have the courtesy title of Honourable prefixed to their names on envelopes—

The Hon. John So-and-so  
and you begin a letter

Dear Mr. So-and-so

Earls' daughters have the courtesy title of Lady, and envelopes are addressed

The Lady Mary So-and-so

Viscounts' and Barons' sons and daughters have the courtesy title of "Honourable" on envelopes—

The Hon. John So-and-so  
The Hon. Mary So-and-so

and wife would be

The

Hon. Mrs. John So-and-so

unless the wife is a daughter of a peer

and her husband is *not*, in which case she is the Hon. Mrs. So-and-so. You do not put the Honourable Mr. or the Honourable Miss So-and-so. You begin a letter:

Dear Mr. So-and-so, Dear Mrs. So-and-so, Dear Miss So-and-so

Certain Scottish Viscounts' and Barons' heirs bear the style "The Master of . . . ." Wife is the Hon. Mrs. . . . (unless Lady in her own right).

Servants and dependents address Marquises, Earls, Viscounts, and Barons as "My Lord" and "Your Lordship," and their wives as "My Lady" or "Your Ladyship," using the second-person plural with "M' Lord" or third person singular with "Your Lordship." Letters to Baronets are addressed—

Sir John So-and-so Bt.

(Bart. or Bt. stands for Baronet)  
You begin a letter, if only an acquaintance—

Dear Sir John So-and-so

If a friend

Dear Sir John

A Baronet's wife is Lady So-and-so, though to avoid confusion where there are several Lady Browns, for instance, the husband's Christian name is put in a bracket, but only for postal purposes; e.g., Lady (Edward) Brown. A Baronet's wife is not *the* Lady So-and-so, but if she is the daughter of a Duke, Marquis, or Earl, she is *The* Lady Mary So-and-so. [There is no authority for the use

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of the word "The" before the title of a daughter of a Duke, Marquess, or Earl, but this has become very usual during the past few years, although, according to *Debrett's Peerage*, it is not correct. If she is daughter of a Baron or Viscount, she is the Hon. Lady So-and-so. Baronets do not have "Bart" after their names on visiting-cards.

Letters to Knights are addressed:

Sir John So-and-so

unless they are K.C.B., or K.C.M.G., et cetera; in which case, the initials are put after their names—

Sir John So-and-so K.C.B.

but they do not have K.C.B. on their visiting-cards, and in conversation they are Sir John So-and-so or Sir John. Their wives are Lady So-and-so without the prefix "The," unless daughters of a Duke, Marquis, or Earl.

When a man possesses naval or military rank, as well as a title, you put his official rank first on the envelope—

General the Earl of So-and-so  
Colonel the Honble. John So-and-so

A Service officer of very high rank would always be styled by his rank, in writing and speaking. Field-Marshal Sir John So-and-so would be written to as Dear Field-Marshal. If he happens to hold a personal rank—e.g., Duke, which gives him higher precedence—use that rank.

Service ranks: Explain why "Mr." is used:—Because it is only a probationary rank and is given up on completion of service, if not promoted. Hence important distinction between Naval and Military Lieutenants. A Na-

val Captain is equal to an Army Colonel or Lt. Colonel (as determined by duration of Captaincy).

Permanent rank always senior to temporary—e.g., J.P., M.P., not M.P., J.P. (M.P. being parliamentary and subject to the caprice of the electors at the next election).

The complicated rules for the order in which the decorations and honours should be put is stated in *Debrett*. Always Church before State; e.g., an Honourable or a Peer who is a clergyman:

The Reverend the Hon. Edward So-and-so

Wives of Clergymen have no titles or precedence as such. Why:—If a Bishop is made a G.C.V.O. or K.C.V.O., he is not given the honour of knighthood, but only invested with the insignia of the order. Clergy do not perform knightly duty—i.e., fight for the King, hence no accolade.

Foreign journalists often find it difficult to cope with English titles, especially in cases where a Christian name is essential. How often one sees Sir Austen Chamberlain mentioned as "Sir Chamberlain," and Sir Arthur Wauchope as "Sir Wauchope."

People who have the prefix of Hon. do not have this on their visiting-cards. Their friends are supposed to know it, and give them the customary precedence. You never speak of or to any one as the Honourable, but as Mr., Mrs., or Miss So-and-so. You do not introduce people as the Honourable Mr., Mrs., or Miss, but as Mr., Mrs., Miss. Some of the oldest families in England, Scot- (Continued on page 60)

*A Page from*

*Guillaume's Sketchbook*

Here is one of the many brilliant coiffures designed by Guillaume, most celebrated of Parisian stylists, on his recent visit to New York.

It is to be seen at my Salon.

*Elizabeth Arden*

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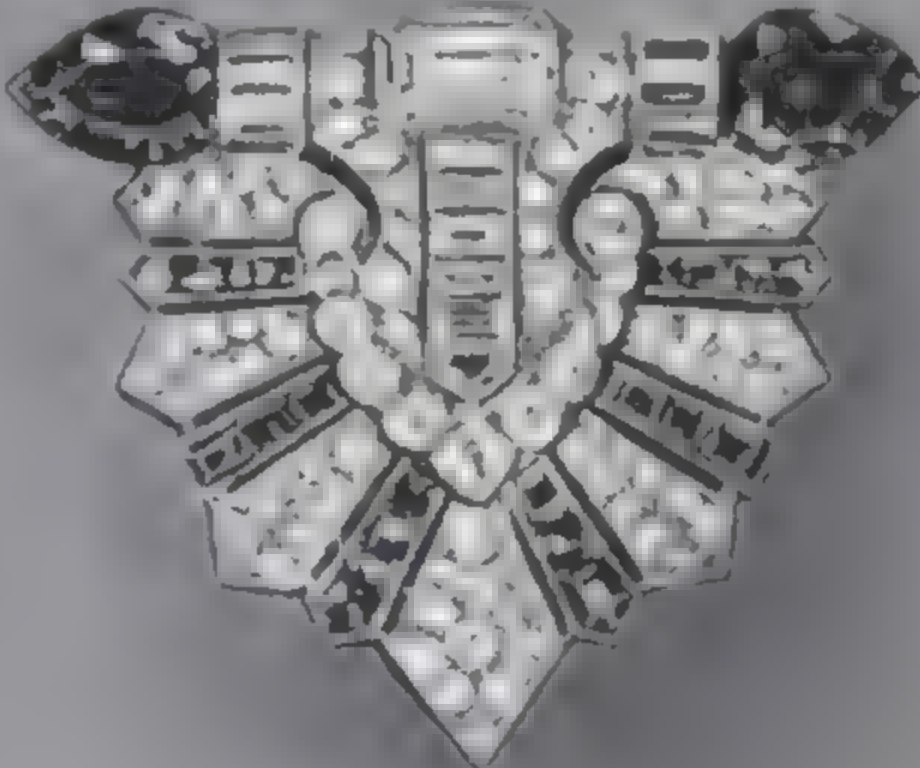
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## WHAT TO DO IN ENGLAND

(Continued from page 59) land, Wales, and Ireland have no titles. To be Chief of a Scottish clan (never "Scotch"—we speak of *Scotch* whiskey, but always a *Scotsman*) is a great distinction, and some Chiefs have special designations, such as Macleod of Macleod, the Macintosh, Cameron of Lochiel (known as Lochiel). Owing to the number of members of a clan who have separate properties, it is customary to add the name of their place to their family name; i.e., Campbell of Dunstaffnage, Campbell of Jura, Macdonald of Balranald, Maclean of Ardgour, who in conversation would be known as Dunstaffnage, Jura, Balranald and Ardgour.

Famous Irish titles include the Knight of Kerry (his wife is Lady Fitzgerald), the Knight of Glyn, and the Macgillcuddy of the Reeks.

Foreigners may receive high Orders, but knighthood is not conferred, since that entails allegiance to the honouring Sovereign: e.g., Marshal Foch, G.C.B., O.M., not Marshal Sir Ferdinand Foch, etc.

How to address Dignitaries of the Church of England:

Writing to an Archbishop if you do not know him—

My Lord Archbishop

If you know him well

My dear Archbishop

Address on envelope

His Grace,  
the Lord Archbishop of Canterbury

His Grace,  
the Lord Archbishop of York

In speaking—

"Your Grace" or "Archbishop"

Writing to a Bishop formally,

"My Lord Bishop"

Friendly,

"Dear Lord Bishop"

Friendlier,

"My dear Bishop"

In conversation, if not a personal friend,

"My Lord"

Otherwise,

"Bishop"

Address on envelope—

The Right Rev.

The Lord Bishop of

Bishops sign their names by the abbreviations of the old Latin names of their Dioceses, e.g.:

The Archbishop of Canterbury signs himself,

(Christian name) Cantuar.

The Archbp. of York: Ebor

The Bishop of Salisbury,

(Christian name) Sarum.

—of Winchester: Winton

—of Exeter: Exon

Not knowing this may lead to confusion, as in the case of an American who met the Bishop of Winchester, with whom he became very friendly. The next time they met, the Bishop asked him why he had not answered an invitation he had sent him. "Why," he answered, "I never got it. I did get an invitation from an impertinent fellow I had never met, who signed himself 'Winton,' but none from you!"



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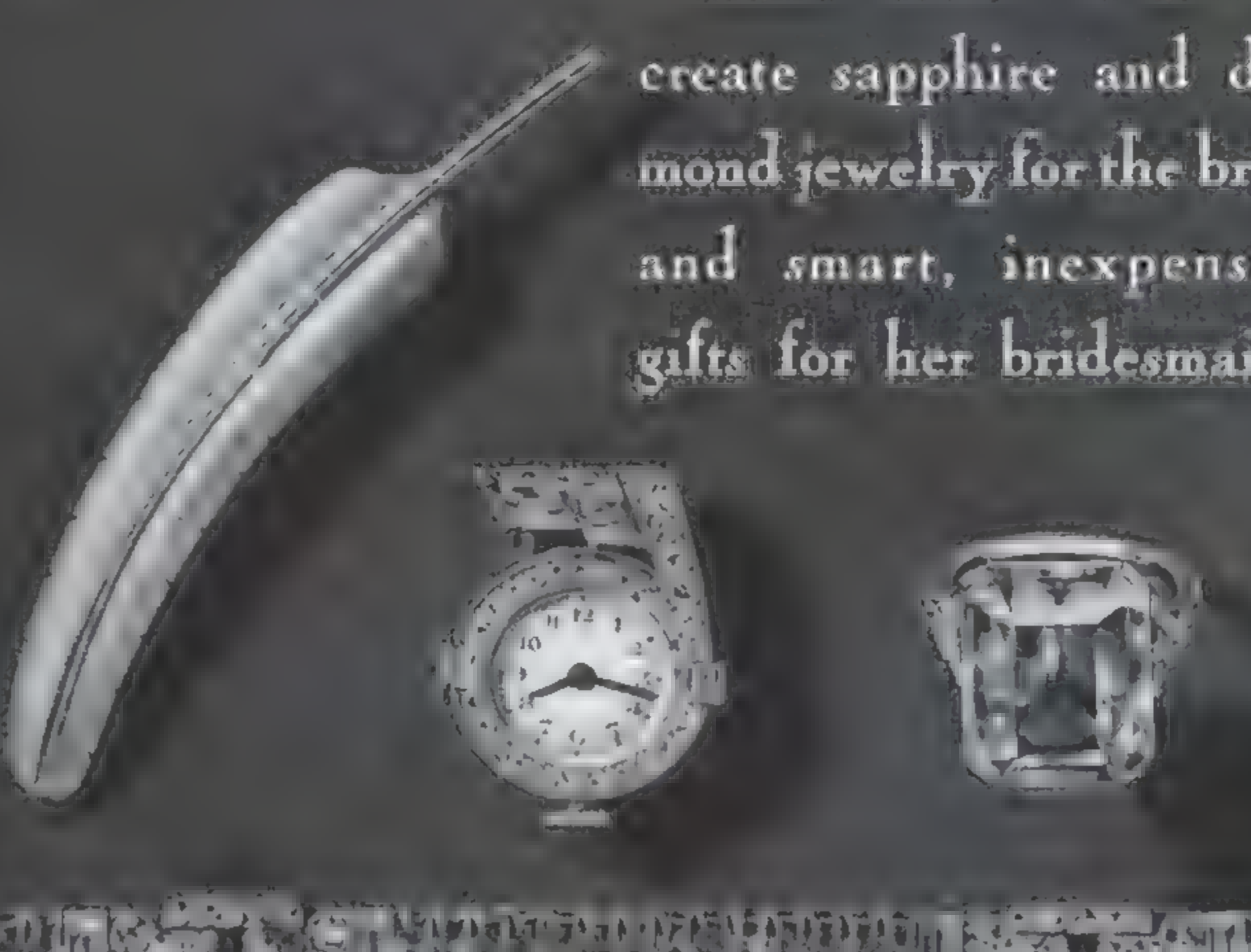
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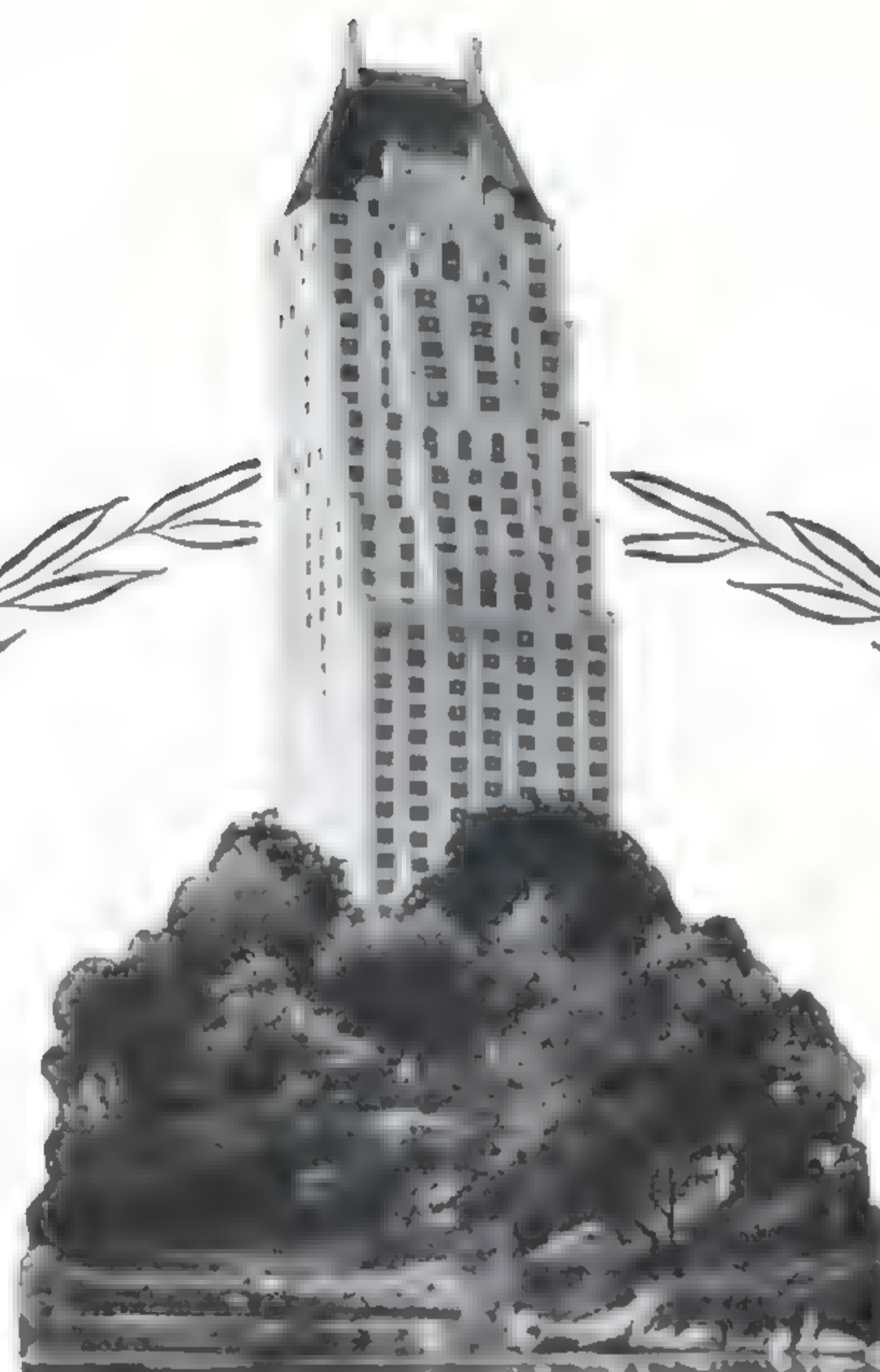


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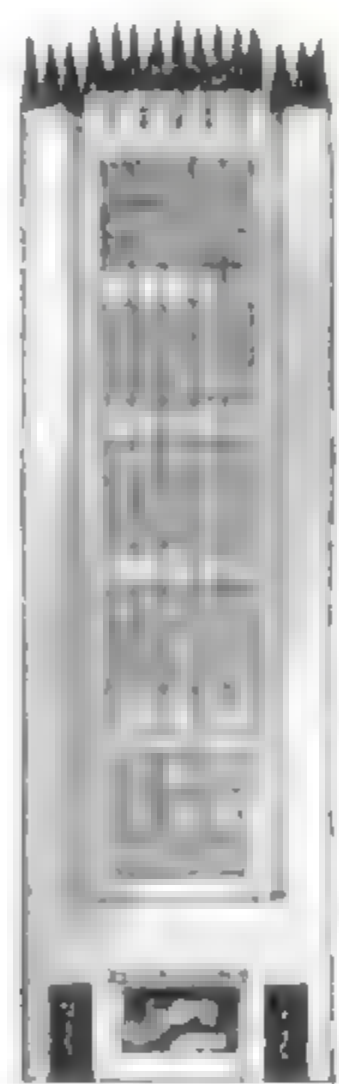
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APRIL 15, 1937

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THE MACHINE AGE RECEDES BEFORE BRIDES—THOSE PERENNIAL SYMBOLS OF ROMANCE KEPT ALIVE IN THE MIDST OF CYLINDERS AND SMOKE-STACKS. HERE BÉRARD DRAWS A BRIDE AGAINST LAMBERT STAINED-GLASS, INVESTS HER WITH A FALL OF SHEER VEIL HELD BY A CAP OF FLOWERS, A BOUQUET CENTERING A TRANSLUCENT CALLA-LILY. THIS IS THE BRIDE OF TO-DAY, AS TIMELESS AS SHE IS CONTEMPORARY; THE SERENE BRIDE WHICH LITTLE GIRLS, DREAMING, HOPE THEY THEMSELVES WILL BECOME WHEN THEY GROW UP

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH  
ELIZABETH PENROSE - EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF - EDITOR OF FRENCH VOGUE  
EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES





## IN THE BEST REGULATED FAMILIES

● Why that smile? Is the butler anticipating the pleasure Heinz delicious cream of mushroom will provide family and guests? Or is it just possible this tempting soup (one of the famous "57" Varieties) has led to temptation? And if so, could the cook and first maid, by any stretch of the imagination, be considered his tin-pantry allies? Perish the thought! And yet, even in the best-regulated families, an honest product sometimes gets the better of an honest man. In either case, you'll notice that a full case of Heinz soup has been ordered—a custom that saves time, money, disappointment—the butler's face.

Tune in *Heinz Magazine of the Air*. Full half hour—Monday, Wednesday and Friday mornings, 11 E. S. T.; 10 C. S. T.; 9 M. T.; 12 Noon Pacific Time—C. B. S.

Advertisement



# VOGUE'S-EYE VIEW OF RICH MAN, POOR MAN



RAWLINGS

THE main thing, of course, is the Love of a Good Man, not the size of the bauble on your third finger. But, all the same...that ring above is a pretty magnificent token of anybody's esteem. Nearly twelve carats of the fabulous and recently sundered Jonker diamond—an oblong of white fire (from Marcus) with which some young man will prove his honourable intentions—providing he can raise around sixty-eight thousand dollars.

But, let's face facts: the flower of the nation's young manhood simply hasn't got that to spend on an engagement ring. The most they can run to is a chip diamond. And, sentiment or no, dinky solitaires just aren't in the running these days. But there are ways out. There are rings, even for next-to-nothing, that a girl won't be ashamed to wear all her life—even if her struggling young man later makes millions and starts showering her with rubies.

Taste, to be sure, is the great substitute for money, and a ring of chic design, like that diamond and emerald band shown first, has that. It costs less than four hundred dollars, and the narrower version around a hundred (Trabert and Hoeffler-Mauboussin). Or why not a ruby circlet to link later with a diamond circlet (Marcus)? Or an heirloom—if the family have none, delve in antique shops or consider that fourth ring—a gold one with old-mine diamonds (Olga Tritt). Or the aquamarine below (Marcus)—a chic departure in engagement stones. Or that flexible band of minute diamonds and rubies (Paul Flato). None are beyond the man who can't give you much else but Love.








COURTESY OF MADAME PAUL GUILLAUME

AN ARTICLE ABOUT ROUSSEAU IS ON PAGE 128

*"The Wedding," by Henri Rousseau*





# Words of Love

Five unofficial  
dispatches on affairs—foreign and domestic  
By Walter Duranty

“ . . . . The Word of Love is the Word of Life.  
And he that goes with that word unsaid, though he  
walk  
with the living is damned and dead.”

Henley

TO people of intelligence there are only four important things in the world, once the necessities have been satisfied, like security and shelter, and food and clothing—and, of course, Health. That obviously is the most important of everything, because no matter how strong you are or how ambitious or how successful, you can't feel much good to yourself when you have sinus trouble or a stomachache. Neither you nor Socrates nor Mohammed—except that Mohammed being a Prophet could perhaps work a miracle and stop his stomachache without going to a doctor. The four things are: the use of power; the gift of artistic creation; the enjoyment of simple things like birds and bees and trees and scenery and flowers...; and Love.

In the letters which follow you will see that the theme is always the same because *au fond* all love is the same. On the other hand, you will also see, I hope, that there is no small part of variety. That, if you want to know, whether you are man or woman, is one of the keys to the human heart. Even the bravest and best of women and men are often lonely and sometimes bored. They want entertainment and to relax. Or, in other words, change, and therefore in these letters I have tried to tell how this variety process should be conducted.

*To the Girl I Loved First, but Lost Because I Didn't  
Know Enough*

My dearest Dorothy:

Your letter hurt me very much, but not nearly so much as the way you behaved when we were staying together at Torquay. You knew that I only had four days' holiday from my job in London, and how hard it was for me even to fix that. How on

earth then could you ask Donald to come there, too, at the same time? You could see him whenever you wanted, so why did you bring him to interfere with my enjoyment of those so-brief days with you which I had found it so difficult to arrange?

You see, my dear, you spoilt me in the beginning. I suppose your other lovers have told you that, but it's true just the same, so I must say it also. Whether you know it or not, you have the gift of making the man—or men, I add bitterly—with whom you're in love feel like kings or gods. You made a small humble creature feel himself great and marvellous, enlightened and splendid, because you loved him. Then suddenly you took your golden gift away, and left me flat.

I have never known such cruel disappointment, but I think, in the final issue, that, although you have not been good to me, you have been good for me. There is something salutary in pain, whether of mind or body. It clears away delusions and makes the sufferer face reality. When I swam out to sea the second day after Donald's arrival, I had no intention of coming back. I thought you had hurt me beyond endurance, so I swam out to sea, determined not to come back. It must have been two miles or so before the exercise soothed my mind and made the thought of your cruelty less bitter in my heart. Then I decided to get back. The tide was running out, and there was a choppy sea that threw small waves in my face.

I did get back, of course, or I wouldn't be writing this letter to you, but it was touch-and-go for the last few hundred yards, and I fainted when I reached the shore. Some Good Samaritan gave me a drink of whisky, and I reached the hotel, with only one idea and only one, I tell you—to go as far away from you as fast as possible. You can have Donald, and a dozen Donalds, and any one else that you can fool into believing that he's your god and king, but you won't have me any longer, which I now know is to you a matter of indifference.



Yet I went for you to the gates of Death, and it taught me something. I think there's a phrase in the Bible about "save my darling from the power of the dog." I am saved from you, henceforth and forevermore—and it makes me miserable. You were so sweet and dear to me, and I miss you horribly. I shall go on missing you, of course, until I meet some other girl—"one nail chases another," says the French proverb, and I know that the only cure for love is love—or didn't Solomon say, "Many waters can not quench love, neither can the floods drown it"? I nearly drowned my love in many waters, but I managed to swim back again to shore.

And so, my dearest dear, I say good-bye to you, and hope that God will punish you for your naughtiness to me, and keep you in His care and make you happy always, which is more than you deserve.

Yours,

#### *To the Girl Who Loved Me Best*

Ethel, dearest, your letter burnt my heart, but I have found it hard to answer. I began to write you two weeks ago, the day after I received it, but I've been so busy, and as I always told you, and I think you know, my work comes first.

I've been terribly busy the last few days, and you may be interested to hear that I followed your suggestion about the fiction story of the Russian countess who was in love with a young soldier in the Red Army. It worked out somewhat differently from your original idea, but you gave me a darned good plot, my dear, and I think the story ought to make a hit. I enclose you a copy herewith and hope you'll like it. If you have any ideas for changes, please let me know.

Oh, yes, Ethel, and can't you send me some of that "nebula" mixture for sinus? I think you can get it in that place on Park Avenue. I don't need it for myself, but a friend of mine here has sinus trouble and that seems to be the best stuff I know.

You were quite wrong about Dulcie—or don't you know what it's like on boats? One always seems to get so friendly with people, but, of course, it's not lasting. And I'm too busy now to think about any girls—although I like to write to you.

Have you still the same apartment in New York? I never can think of it without a vivid memory of your Matisse drawing and of you sitting on the sofa underneath it. You promised to send me a photograph of yourself like that, but I haven't had it yet, you wretched girl, so get one done, Ethel, and send it to me soon.

I don't know when I'll be back, because things in Europe are so hectic nowadays and I have so much work to do, but I look forward to seeing you soon—as soon as possible. So write to me, my dear, and don't forget that photograph. And don't forget the "nebula" mixture for sinus, because it's impossible to get it in Moscow. Yours ever,

#### *To the Girl I Loved Most Dearly in All My Life*

My darling, dearest, I have lost you. The barrier now between us no man can ever break, nor any woman overcome. The cold, dark bars of Death. If only I believed in some Christian Heaven, or Mohammedan Paradise, or the tough Valhalla of the Scandinavians—if I could believe in anything that could bring you back to me, some day, somewhere, it might help me now. But I can't believe in it, my brain refuses to accept that hopeful nonsense. You are lost to me forever, and all I feel is sorrow, like Poe when he was weeping for his lost Lenore.

You knew I had loved other women, but there was never one like you, so dear and sweet and gay. You never hurt me, neither by chance nor on purpose, and I hope and think I never hurt you either.

I never much liked Plato, as I've told you scores of times, but I can't help feeling that there's some truth in his legend of the human soul, that at first it was a round thing, equally male and female, and completely happy. Then the gods grew jealous of this thing they had made, and split it in half and sent the two halves to wander desolate across the world, divided by race and creed and age and colour; but sometimes, if the two halves were incredibly fortunate, they met in their earthly life, and knew each other instantly, and were lovers until they died.

Do you remember when you read to me Kipling's *Brushwood Boy* in that small hot room in Paris, when the air was thick and heavy with opium smoke and the little conical lamp burnt bright between us? Oh, my dear, I miss you terribly, but I have to live without you. My dearest dear, how could you go and leave me? Didn't you know that you were part of me, as Plato says, and Kipling, in that story? Since you died, I've lost part of my own body, my left foot, amputated after a train wreck. But that is nothing like the loss of you. You took part of me away with you, down to the cold darkness of the grave.

I shall know other happiness, I suppose, the exultation of success, the joys of women, and the pleasure of conversation, but always, darling, at every feast and every glowing moment I shall be looking for you and be sad you're not there, too, to share my happiness, as you shared with me those poor and gloomy days in Paris and New York. Because, sweetheart, I loved you best of all and miss you most, and am sad and lonely without you, my dear, my dearest dear.

Yours,

#### *To a Little Street-Walker in Marseilles*

*Allo, mon petit*, and how goes it? Which means that I haven't forgotten you, although I suppose you'll be surprised to get this letter. You've met other ones before me who said they liked you, and promised they would write, but, you see, I do write, although Moscow's a long way off from Marseilles, and I hope that the twenty-dollar bill I enclose will buy you a pretty, (Continued on page 136)





CECIL BEATON

*Mrs. Howard Cushing*

## FIVE BEAUTIES AGAINST THEIR BACKGROUNDS

The five women whose pictures follow have made their houses more than just settings for beautiful possessions...more, even, than just charming places to live; they have invested them all with their own personal quality. Mrs. Howard Cushing, shown above in the drawing-room of her sun-flooded Sutton Place apartment, has, as a background for her dark beauty, white walls, white curtains, and priceless Chinese objets d'art; the two sofas are covered in brilliant chartreuse-yellow. Over the mantelpiece on one side of the room is a portrait of Mr. Cushing's mother by his distinguished artist father, the late Howard Cushing, whose work is found throughout the apartment



Mrs. Emmet, the former Lily Cushing, is a talented and successful painter with more than one exhibition to her credit, and she has decorated the rooms of her East Ninety-Third Street house with an artist's hand. In the library, shown below, the walls are covered with old-fashioned brown-and-white chintz: the curtains are emerald-green; the accessories are pure Victorian. Her dining-room has harlequin walls and scarlet curtains, while the circular white drawing-room is simply furnished as a contrast to the gaiety of the other rooms. Mr. Geoffrey Platt designed this house

*Mrs. William Temple Emmet*







CECIL BEATON

*Mrs. Courtlandt D. Barnes, junior*

Chiefly Biedermeier is the drawing-room in Mrs. Barnes' East Sixty-Second Street house—with Biedermeier chairs, sofas, and tables of amber fruitwood. The walls are hung with striped silk in pale grey-blue, the curtains are of pale blue and yellow brocade, and the grey Aubusson carpet continues the quiet scheme. These soft colours are a perfect foil for the pair of rare Empire secretaries in amber fruitwood, and the wonderfully elaborate chandelier of Italian faience with scrolls and flowers in bright colours. Mr. George Stacey assisted Mrs. Barnes in planning these interiors









CECIL BEATON

*Mrs. Francis Taylor*

A perfect backdrop for the beautiful grey-haired Mrs. Taylor (Nona McAdoo) is the pale blue drawing-room in her Sutton Place flat. The curtains are of blue silk, the carpet an Aubusson, and against one wall is a vast screen of Coromandel lacquer. Two walls of the dining-room are devoted to a collection of white and vermillion Lowestoft—which sets the colour scheme for the chair upholstery

Young Mrs. Tailer (Florence Baker) has a house in Glen Cove, designed by her uncle, Mr. A. Stewart Walker, which has all the spaciousness and light the young crave. Here is the great sweep of wrought-iron staircase, carpeted in shaggy beige, and lighted by a bamboo-blinded window. The drawing-room has walls of palest yellow-green and furniture covered with white woollen fabrics

*Mrs. T. Suffern Tailer*



# "I WAS THERE"

By Maddy Vegtel

SUPPOSE you, dear Reader, are like myself pining to know what our foreign correspondents and novelists are going to do about the latest revolution. Because they *are* going to do something about it, don't worry. If not actually at work now, they are planning to get out a book of reminiscences or a novel as soon as possible. It's pleasant to look forward to, for not only do we learn interesting things about some foreign country, but we learn so much about the writers themselves. Which is really more interesting. So they think.

Here then is what we can look forward to perhaps from such eminent writers as Miss Boyle, Mr. Hemingway, Mr. Knickerbocker, Miss Brush, and Mr. Farson.

## *In the manner of Kay Boyle*

The girl's sweet, mysterious breasts were swooning against the crab-apple tree.

"How strange," she whispered. Her eyes were an open sea of darkness, her mouth set in a suave line of blinding, unspeakable pain.

The young priest sighed, desert-like; with one long, flute-like hand he waved into the sky, out of which drops fell, wet drops, drops like rain.

"Do you love Salvador-Juan-Pedro?" he murmured softly yet in terror. Terror creeping through his body, slowly, insidiously. He was looking at the girl, sideways, from under his fluttering lashes. His voice sweet, as the first, crisp, celery in October. The girl hardly answered. She stood there, her sweet flesh embracing the crab-apple tree, her naked feet icy, with exalted purity, or, perhaps, from the mud puddle she happened to be standing in.

"He has left. He has gone. He isn't here anymore," she whispered in sudden madness. And the youth in her went bitter, bitter like the skins of walnuts which no one ever eats if they have any sense.

"He has gone to fight for us. That all the Reds may freeze in Hell."

The young priest smiled, his own smile. Subtle, wary, his petunia eyes sliding up and down, hither and yon and back again. Madness rushing through him by the minute. He coughed.

Oh the pain, the agony, the mystery, the dreadful *unimportance* of it all!

## *In the manner of Ernest Hemingway*

That day we were to take off from the Burgos air-drome to fly to Seville by Lisbon. As I stood against the bar I could see our men getting the plane ready. Leaning against the bar I watched them. They were fine men. Young. And I was watching.

## Proving that authors even when writing of revolutions, write mostly about themselves

"When do we get another drink?" It was Edna speaking. She had come along. She wore man's pants.

"Those boys are lovely, lovely," she said, looking at the men busy with our plane. She was like that, fierce, fine, loyal. A swell girl. I ordered some more wine. The whiskey wasn't so good in that place so I just kept on ordering bottles of *rioja alta*. It was good. Fine. We drank it out of great bowls. Holding the bowl with both hands.

The waiter, Pancho, came up to our table. He was a small man with one eye. I mean that he had two eyes, But that he had covered one up with a patch of red-and-yellow dotted calico. I drank another bottle of *rioja alta*. Then another one. Five in all. *Small* bottles. The wine was fine, burning, yet soft and mellow, the sort of wine one would never forget.

"This is a nice bar," said Edna.

## *In the manner of H. R. Knickerbocker*

The estimated population of the U. S. in July 1931 was 126,425,000. Utah alone having a population of 520,000.

In Latvia in the year 1934, there were 75,000 Germans which means that there were less Germans there than the entire population of Utah. Any one who contradicts this statement is downright silly. To-day there are more people in Utah than Germans in Latvia. To-morrow it may be the other way around. I'd say it's fifty-fifty.

For instance in 1930, that is four years before 1934, Idaho had 4,916 British and Irish subjects, and Oregon had 404 Hungarians, whereas Michigan had a population of 73,774 people *over seventy-five* years of age. This is extremely interesting.

In, any case, Lichtenstein had 12,000 Germans in 1934, while Esthonia had 30,000, and Sweden only 5,000. Now all this has changed. Even a hasty visitor to Spain will find many Germans there, which means that there are less Germans in Germany or in other countries for that matter. In Spain there are also English, French, and Russian men and one Dutch girl, God knows why.

When I passed through Talavera de la Reina recently on my way to Olalla, I found Captain Almendra there. A good friend, the Captain. He is 52, looks 30, says that he is 80 and acts like 21. He shook me by both hands.

"I am hungry," I said, for I was. In the last 24 hours I had eaten only 5½ potatoes, some rice, 1 slice of questionable meat, and 6 cucumbers.

"Here," the Captain said. "Eat. Here is food."

And, sure enough, I counted 3 cans of tomatoes, 5 large onions, 12 stalks of asparagus, some olive-oil, and 1,003 beans. The Spanish eat a great many beans. Roughly, I'd say a couple of (Continued on page 152)





CECIL BEATON

## CALIFORNIA FLOWERS

Exaggerated blooms in exaggerated colours stray across Princess Nathalie Paley's gown of silk crêpe, which was hand-blocked in California (Altman). Jewels; Trabert and Hoeffler-Mauboussin





MATISSE is easy to recognize because his paintings always look like a REMNANT COUNTER, full of bargains in chintz, prints, and Paisley—bright, cheerful, and inexpensive. His models (regardless of dress) have the peculiarly disinterested look of salesladies at remnant counters



PICASSO usually looks like a display room in a RUG AND QUILT department. Of course, Picasso has many Periods—but so have the quilts and rugs. Some periods look like crazy quilts; the others like afghans or hooked rugs, or even modernistic rugs. The rug illustrated above can be turned upside down—and this only improves the design (try it). A real connoisseur should be able to recognize a Picasso even right side up

## PRIMER OF ART

**A** LADY of quality should be able to walk into any drawing-room, to look at the picture over the mantelpiece and to exclaim: "Oh, what a charming Picasso of the early Blue Period," or "I like your new Follower of Massaccio (circa 1420) immensely."

If she guesses right, she is a gentleman and a scholar. If she is wrong, her cultural standing is usually sadly impaired. It is more dangerous to be wrong about the author of a modern painting than of an old one. If you mistake Quentin Latour for Fantin Latour, you can laugh it off; but God help you, if you can not tell Braque from Brook.

Vogue offers you, through these paintings by Miguel Covarrubias, an infallible means of recognizing at sight the works of six important modern painters. Our system is easy, making you remember the unfamiliar by comparing it with the familiar. The technicalities of painting do not enter into it. You have only to distinguish between a delicatessen and a hardware store. This is not too much to ask, is it?





BRAQUE is best described as a window in a DELICATESSEN STORE. There is always food in his paintings (not always appetizing, though). Some of his paintings look strangely Picasso-ish—rugs with lots of food in them, as it were. There is a legend that Braque once asked Picasso, pointing at a picture in an exhibition: "I do not remember whether this is your painting or mine. Do you?" To which Picasso wittily replied, "No!"



LÉGER can be remembered easily if you keep in mind HARDWARE STORES. Some of his compositions are also reminiscent of locksmiths' supplies. He also has kitchen-ware in his paintings, and ladies surrounded by hardware, but the ladies in this case are made out of stovepipes



CHIRICO groups together objects that can usually be found in an ANTIQUE SHOP or even a junk-shop. Whenever you see a picture with a Greek plaster statue, a football, and a paperweight horse in it, you can safely call it "an early Chirico." The horse may become a zebra, but do not let this deter you



DALI prefers for his pictures the atmosphere of an ORTHOPÆDIC SHOP. He paints with the precision of a catalogue: general hospital supplies, trusses, crutches, arch-supporters, and bandages, with an occasional tibia bone or union-remover set thrown in. When in a cheerful mood, he might decorate a tumour with roses. People in his paintings are often so ruptured and crippled that sometimes they are reduced to a mere rib chop





Hush before organ music, a flurry of telegrams—and the bride, serene in Schiaparelli's satin sheath, her circular net veil caught with shell and Cellophane flowers. Seated, far left, a friend in Rochas' bouffant organza dress, its bolero garlanded with applied printed flowers. Reading over the bride's shoulder, another guest in Rochas' white organza over rose satin. Both wear Maria Guy's demure shepherdess hat





## *all in white*

The three bridesmaids of the retinue (one on the opposite page and two above) all wear Paquin's romantic white organza dress, sprinkled with tiny bead bouquets in pink and green. And for each, Louise Bourbon's hat of pale water-lily green, weighted with poppies. Another friend of the bride, seated at the far right, wears Suzy's white gros-grain coolie hat, bordered in green and with a poppy at the peak





ANTON BRUEHL

If you're looking for a variant of the wedding veil, choose this hood, which Evangeline might have worn at Grand Pré—of white net, embroidered with pink roses, falling back over a full-skirted taffeta dress to become a nebulous train; Bergdorf Goodman



# TO MAKE A BRILLIANT MARRIAGE

**C**LING to the sacred (if somewhat stuffy) traditions if you like, but here are enchanting new ways to take the crucial step. Veil yourself in that wistful Evangeline hood opposite and veil all your twelve bridesmaids, too. Not in clouds of tulle, no, but in elbow-length circles of turquoise or blush-pink tulle, made with simple tulle hoods. Let them wear Schiaparelli's brief white net gloves with bouquets of flowers on the back. And let them carry candles.

Have—if you want to reduce the congregation to a hush—a honey-beige and white wedding. You in white, and all the girls in honey-beige tulle dresses—those new short (ten-inches-off-the-aisle) skirts that make them look like Degas ballet dancers. Circle their heads with flower wreaths and put in their hands—instead of bouquets—real fans of gay flowers, the spokes of the small fans twined like a trellis with brilliant flowers.

Going to be married in the country? Consider, then, a peasant wedding. Peasant *dirndls* of sprigged or flowered piqué—perhaps a starched petticoat underneath—for your attendants; and on their heads, rustic straw sailors wreathed with flowers and fluttering with streamers. For yourself, a wedding-dress of white piqué or a glorified peasant dress of white mull and lace; and on your head, a quaint lace kerchief tied under the chin, or one of those poetic lace coifs worn by the beauties of Arles on page 110.

Schiaparelli tosses convention to the winds by punctuating a white tulle bridal veil with shells of glistening mother-of-pearl (or some synthetic composition that looks like it). You can see it in that all-white wedding retinue on pages 78-79. Chanel dots wedding veils with silver sequins or beads. Vionnet didn't intend her famous Red Riding Hood mantle of Chantilly lace for matrimonial purposes, but what a beautiful bridal veil it would make in white. And if you're the sophisticated Alix type, why not adapt one of her draped white jersey dresses and wear with it a twisted white jersey turban from which a panel of jersey falls into a veil? Now that Paris has rediscovered horsehair, have a billowy dress of starched marquisette propped over a white horsehair skirt, the pattern of the horsehair gleaming through.

If your mother, under the emotional strain, doesn't object to cutting into old heirloom lace, have a Venetian tricorne hat made of point de Venise to cap a waist-length veil. Another clever way to cap the climax is this: four circles of pink tulle in graduated sizes are placed, one on top of the other, over a long, flowing veil of tulle, and the whole crowned with a top-knot of mauve and pink roses.

One recent bride, instead of carrying flowers, held a prayer-book and wore a girdle of tiny white freesia—the tiny white blossoms massed to the back of the girdle, where they glimmered through her veil. As a change from orange-blossoms, ornament your head-dress with freesia, dwarf white hyacinth, white lilacs, or Chinese-blue forget-me-nots. For your bouquet, send by air, as one girl did, to Texas for fragrant white star jasmine. Or have a bouquet of dwarf callalilies, or of white violets, or of white and yellow primroses, or of white orchids and freesia, or an armful of white lilac, or a great cluster of white ranunculus (that member of the anemone family that looks like a rose).

All those swirling hems garlanded with flowers that came out of the Paris Collections should give you an idea for your bridesmaids. The pale pink chiffon one by Maggy Rouff, on page 80 of the April 1 issue, is what we mean. A garland of flowers crossing the chest like a Ribbon of Honour and trailing down the skirt—such as Chanel put on a beautiful lime-green chiffon dress—is another. One bride is putting all her retinue into long-sleeved, full-skirted dresses of white net with pink satin baby sashes.

So much for the ceremonial clothes. Now for the rest of your trousseau. Although this is the one time that an adoring family is apt to come across with anything, buying out the town no longer goes with the impermanence of modern life. Let indulgent parents fork out a fine fur coat and an evening cape of silver or blue fox, sable or marten, but, other than a few such extravagances, you'll only want a wardrobe extensive enough for a season or two. The girl who stocks up on five dozen sets of each type of lingerie will find herself like the Gay 'Nineties girl who still had tatted nightgowns on her silver anniversary. Enough shoes, enough gloves, enough lingerie, enough clothes for a brilliant beginning—but only enough for a season or two.

Your going-away clothes will be first on your mind. (And apropos of honeymoons, this is a once-in-a-lifetime chance to get all your luggage at once, so let parental generosity dower you with the smartest there is.) Whether you go by steamer, plane, train, or motor—that greatcoat of plaid teamed with a two-piece dress, shown on the following page, is all you could wish for. And not only for sentiment's sake, you'll keep it as a backlog of your country wardrobe for years. The striped and checked ensemble, on the facing page, can be worn for travel or town. It's ideal for warm days—because the wool is as crisp and light as linen, and you can wear the simple one-piece dress with either the checked jacket or striped coat. (Continued on page 153)





For a honeymoon on the high seas or dry land—this costume by Raphael, sparring a soft blue and yellow-beige checked top-coat against a yellow-beige wool dress. Finishing touches: a printed blue scarf, brown buckskin shoes, a beige hat. (Jay-Thorpe)

GO AWAY IN THESE



First comes a greyish blue dress, then a grey-and-blue plaid jacket, and finally a top-coat in grey-and-blue stripes. (Teaming plaids and stripes is a new prank.) All of Forstmann's crisp, light-weight wool, Porosa. Suzy's grey felt hat. (Bergdorf Goodman)







Our first thought is for the bride, but any one not in that enchanted category would covet these summer clothes, too. Left, a printed redingote over a navy-blue crêpe dress. Patou's blue felt beret. Bonwit Teller: Martha Weathered

This cool navy-blue crêpe dress can go from town to country and back again. The waffle piqué jacket, velvet collared, is printed with rabbits popping from magicians' top-hats. Straw hat. Saks-Fifth Avenue, New York, Chicago

For summer afternoons—boat-races, Saratoga, cocktails at the Club—a dead-white crêpe dress with dark blue figures. The jacket's bulky lacings become scarf and sash. From Bonwit Teller; Marshall Field. Tray-size blue straw hat



PUT THESE IN YOUR TRUNK





HORST

Among other things, you'll cherish linen suits—none more than this grey one, with its simple, snug jacket, its collar echoing the black-and-white polka-dot of the blouse. The Descat felt hat has a shirred crown. Hattie Carnegie; I. Magnin, California





STEICHEN





SHORT

SHORTER

SHORTEST

Eight inches is that new heralded length for dinner-dresses, and one of these in your trousseau sets you off to a good start. Here, a web of thin black thread lace hovers over a pink marganza slip; a girdle of stitched satin circles the waist. Add a hat, or not. From Bergdorf Goodman

Ten inches separate the floor and the hem of this white marganza dinner-dress splattered with cherry-blossom pink and green dots. The full, waltzing skirt is held out by a white organdie ruffle on the underpetticoat, which flashes briefly as you dance. Bonwit Teller; I. Magnin, California

Twelve inches is the sanctioned length for a five-o'clock dress—this one has a fullish skirt of black taffeta marganza and a brief little jacket that holds itself together with three bows. Madame Pauline's horsehair cart-wheel. Bonwit Teller; I. Magnin, California. All jewels from Olga Tritt





HORST





## DOMESTIC DRAMA

Though chosen for the bride, these tea-gowns aren't limited to trousseaux: First, opposite: You can move like Jane Eyre in this Yrlande tea-gown, of pink taffeta run with blue wool threads, blue-girdled (Bergdorf Goodman).

Second: All the stern tailoring on Vionnet's pebbly crêpe tea-gown only serves to make you the more feminine. It's shiny and star-white, with crystal buttons and a studded belt (Bonwit Teller; I. Magnin, California).

Third: Molyneux works a miracle of a tea-gown—a seraph's robe of crêpe in a pale, stained-glass blue (Hattie Carnegie; I. Magnin, California).

Fourth: Lanvin makes another heavenly tea-gown—of cloud-pink crêpe, falling in carved folds, banded with shining silver ribbon (Henri Bendel)





THE VIENNA MASQUE TRAVELS TO MAINE

NELSON



STRETCHING AND LIMBERING

HAIR-BRUSHING IN THE OPEN

EXERCISES FOR POSTURE



YOU have to see it to believe it, this summer haven of Elizabeth Arden's up in Maine, for it's like no other place under the sun. You live a charmed and incredible life there. In the midst of Sybaritic surroundings, you are trained as rigorously as any athlete. You may wear a chin-strap and a frown plaster in the daytime, but, at night, your face is done up to complement your evening dress. Your cocktail may be carrot-juice, but it is served in the grand manner. You aren't let out of a minute of your exercise, but there are cars to take you up- and down-hill. You don't miss your mid-morning broth, because the station-wagon, bearing thermos bottles, follows you wherever you go.

Of course, the whole régime is done to make you beautiful and healthy; to build you up or bring you down; to make you lithe and lovely. It is done with science and skill and finesse—and you love it!

When you arrive at Maine Chance (the port of arrival is Belgrade), you are shown to your room, which is like any charming guest-room you inhabit during the summer, only, probably, a little more charming. You go into the bathroom, and there, in the cabinets, you find all, but *all* of the Elizabeth Arden preparations lined up waiting for you. (They are yours, too, and you can take them home with you when you leave.) You look outside at the beautiful flowers, a riot in the sun. You see the lake gleaming down the hill. You feel that life begins at whatever age you are that minute.

The first serious note in all this luxury is the arrival of the physician who gives you a thorough examination. Every step that is outlined for you during your stay is dependent upon his approval. Then, you get your schedule. This is a red-white-and-blue card that comes in with your breakfast tray and varies every day. You pin this on your chest and go wherever it tells you to go.

Your schedule for one day might be like this: 8:00 Breakfast. 9:00 Exercise. 9:30 Colonic Irrigation and Rest. 10:30 Foam Bath and Massage. 11:30 Roller. 12:00 Sun-Bathing. 12:30 Swimming. 1:00 Luncheon. 2:00 Rest. 3:00 Badminton. 4:00 Scalp Massage. 4:30 Facial Treatment. 5:30 Manicure. 6:00 Rest. 7:30 Dinner.

On another day the schedule may include tennis and the Vienna Masque (shown opposite) ; the cappa shell cabinet, in which you get all but the burning rays of the sun (see page 92), and the Ardena bath. You may go in a speed-boat on the lake, or riding on one of Miss Arden's horses. Whatever you do, wherever you are, you are in the hands of expert instructors or operators. You feel that your welfare, as well as your looks, are in their hands and that their only concern in life is making you into a superwoman. (Continued on page 134)

Give yourself  
the Maine  
Chance







# *Place in the Sun*

CAPPA SHELL SUN-CABINET







NELSON

THE NEW GYMNASIUM MODERNE IN NEW YORK



NADI, MASTER FENCER

The new Gymnasium Moderne in Elizabeth Arden's New York salon has been designed around a flower painting by Georgia O'Keeffe. Cool greens, plaster-white fixtures, and mirrored walls make the room, which occupies a whole floor, as beautiful as it is workmanlike. Here, you learn fencing under the great maestro, Nadi (you see him at the left). You play paddle tennis (witness above), Badminton, deck tennis, or ping-pong. You exercise on miraculous machines and have special Arden baths. Business women flock here after hours for posture and reducing classes that are a boon to a business purse.



# SOMEBODY'S MOTHER

By Margaret Case Harriman



INA CLAIRE'S MOTHER



HELEN HAYES' PARENT



MOTHER OF CLAUDETTE COLBERT



MOTHER OF RUBY KEELER

BEING the mother of a theatrical celebrity is pretty much of a career in itself, as any one knows who has ever met one of those women—part home body, part impresario, and part panther—who have prodded and otherwise encouraged their children into fame. It's nearly always Mother who does it. The fathers of these children, you will find, have drifted early into oblivion, leaving Mother to storm the producers' gates with the weapon of a smile from her talented tot, or (if that doesn't work) to gnaw her way through with her own bare fangs instead.

A certain Mr. Webb, to cite one forgotten father, was a lawyer in Indianapolis who used to shudder when he came home from his office in the afternoon to find his son, Clifton, aged three, giving imitations of Anna Held in the living-room to amuse his mother's guests. Mr. Webb wanted his son to become a lawyer, like himself; but Mr. Webb was fighting a losing battle. Mabelle, his wife, had always wanted to go on the stage, although she never got any nearer to it than occasional recitals of "Curfew Shall NOT Ring To-night" at local gatherings. And now she saw her own young dreams being realized in her son, who, before her somewhat startled eyes, was developing into a prodigy.

When Mrs. Webb went to fetch her son one day when he had idly accompanied some little pals to dancing-school, she found him doing nip-ups and cart-wheels around the room, while the regular class plodded gravely through the usual heel-and-toe routine. He had come as a guest and remained as a sensation, and there

was no holding him, the dancing teacher explained. After that, there was no holding Mabelle Webb, either. Before he was seven, she had brought her son to New York where, wearing a top-hat and a false stomach, he played the Dude Brownie in a revival of Palmer Cox's "The Brownies" at the New Amsterdam Theatre. During the next year he played Oliver Twist and other parts in plays for children at the Carnegie Lyceum, and Mabelle, working away in a devoted frenzy, landed him a three-year contract with Klaw and Erlanger. Webb, the lawyer, had become little more than a memory by that time, and Mabelle had leapt gladly into the rôle that was to make her one of the most celebrated mothers in the theatrical business.

More often than not in the years that followed, Clifton was a headache to his mother, but she clung then, as she does now, to the conviction that there is nothing in this world that her son can not do. Occasionally, he has rewarded her faith in ways that have shaken her to the core. When, at eleven, he suddenly became a tall, awkward boy no longer in demand for children's parts, and began to sit around the parlour of the boarding-house where they lived, moodily drawing pictures, Mabelle packed him off to study drawing at the Academy of Arts in Brooklyn.

At the end of his first term at art school, where his mother believed him to be drawing pretty pictures of flowers, Clifton brought home a stack of vast, circuitous nudes; he had tired of flowers, it seems, and had drifted into the life class. By that time, he had also





CLIFTON WEBB OWES IT TO HER



CAROLE LOMBARD'S MOTHER



FRED ASTAIRE'S MOTHER

BACHRACH



TALENTED MOTHER OF GINGER ROGERS

begun to sing in the bath in a way that sounded promising to Mabelle, so, with what money she had, she sent him to study singing with Victor Maurel.

Clifton made his début in opera at the age of seventeen, with Mabel Garrison in "Mignon," at the Boston Opera House. Later, at the Academy of Music in Brooklyn, he sang the policeman in "Tosca" and the witch in "Hansel and Gretel"—until his voice changed. He still knows twenty-eight operatic rôles and plays the piano like a breeze. During the run of "And Stars Remain" last season (in which Clifton, ever the chameleon, made a personal hit in his first straight dramatic rôle), Mabelle constantly mourned the fact that there was no way of letting the audiences know that, when Clifton sat down to play the piano in one scene, he actually played it.

Mabelle (pronounced Mabel by everybody who knows her, and that includes some thousands of people in America and Europe) is blond, hearty, and as natural as an old galosh. She goes to all the parties that Clifton goes to, staying up all night without a quiver, and occasionally gives in to her son's pleas and has a hair-dresser come in to arrange her long and naturally unruly hair for these occasions—an attention that startles her no less than it startles her friends, who are always taken considerably aback whenever it happens. "Mabel," they exclaim in admiration, "what *have* you been doing to yourself?" "Why, I've gone and been coiffed," Mabelle tells them, throwing herself back in her chair and shaking with laughter.

It was Mabelle's love of parties and bright lights that got Clifton his first chance at professional dancing. One night, when he was nineteen and things were pretty low for them both in New York, Mabelle pulled herself out of a slight gloom and made her son take her out to the New York Roof, one of the earliest night-clubs. Bonnie Glass, at another table, saw him dancing with his mother, and signed him up then and there as her next dancing-partner, at Murray's Roman Gardens.

That was the beginning of a long dancing career, in vaudeville (with Mae Murray), in musical comedy and night-clubs. Clifton had already been an artist (some of his nudes were exhibited in a New York show when he was thirteen), an opera singer, and a dancer, and perhaps subconsciously Mabelle expected a new phase to attack him before long; at any rate, she was ready for it when it came.

When Dwight Wiman wanted Webb for the first "Little Show" in 1928, Clifton announced that he was through with dancing and wanted no more of musical comedy. Mabelle and Mr. Wiman both thought that this was a mistake, and Mr. Wiman asked Mabelle to see what she could do. She remembered that, three years earlier, Clifton had read Carl Van Vechten's "Nigger Heaven," and had said then that he would like to play a "high yaller" some day. "Now is your chance," she told Clifton mildly. "'The Little Show' is a revue, and needs sketches. Why don't you get Mr. Wiman to let you work a scene into the show about a 'high yaller'?" The result (Continued on page 138)

How mothers have  
pushed, pulled, prodded  
their young to fame



# TWO SMART GIRLS

## With two different amounts to spend on their linen and silver

THE things that you buy when you are getting married are unlike any other purchases in life. Even if you know what you like, you can't foretell exactly what you must have and what you can get along without. You want, if you are the kind of bride we think you are, to take your husband's tastes into consideration, since he has to live with the things, too. Having taken towels and forks pretty much for granted all your life, you have no idea what you can buy for how much. Vogue is publishing, herewith, a few practical principles having to do with the linen and silver that start you off in life.

Miss A. writes to us that she has been given a five-hundred-dollar cheque by her devoted uncle. She decides to spend this on her table silver (flat sterling silver) and on linens. She doesn't demand everything by dozens. She doesn't plan to buy everything she needs for a lifetime. All she wants is to start life with Mr. B. charmingly and informally in a cottage or in a small, modern flat. Three hundred dollars will provide correct silver service for her table.

Here is the silver list for Miss A.: eight dinner-knives, twelve dinner-forks, eight luncheon knives, sixteen luncheon forks, twelve tablespoons, twelve teaspoons, eight dessert-spoons, eight butter-knives, four salt-spoons, eight after-dinner coffee-spoons, two ladles, and sugar-tongs.

With these pieces, Miss A., upon becoming Mrs. B., will be able to serve a dinner of soup, fish, roast, salad, and dessert to eight people with perfect correctness; at least in so far as her silver is concerned. Her tablespoons will be utilized for soup and service, and her dinner-forks as serving forks. Dessert-spoons double for soup in cups, if the cups are large, and teaspoons when the cups are small. If Miss A. lives in other than Eastern cities, she may want eight soup-spoons and four tablespoons, rather than the dozen of the latter in our list. If she wants bouillon spoons, those will have to be additional.

With two hundred dollars of Uncle's cheque to spend on linens, our young couple need have no undue worries, each week, about the return of the laundry boy. The maid who comes in by the day may have to wash some of the table sets, to keep them going, but they should be done at home, anyway. The two hundred dollars will not provide for bedding: blankets, blanket covers, and comforters. It is to be hoped that Mr. B.'s adoring aunt will donate a hundred-dollar cheque to cover these! Blanket covers are really an essential these days.

Rather than stocking up on quantity for a lifetime, Vogue suggests limiting the amount to essentials, and investing in linen of such simple good taste and enduring quality that it will provide a nucleus around which to build. You can't run to luxurious monogrammed bath sets in this dowry, but that's no reason for renouncing the love of your life. You can buy white bath-towels of excellent quality, bordered in narrow, multicoloured stripes. They'll impart as much zest to your bathroom as gaily striped beach tents on the sands of Biarritz. Smart linen luncheon sets in vivid Basque-blue couldn't be more effective, and cost between five and ten dollars. Here is the linen list for Miss A.

Table-linen: two breakfast-tray sets; two colourful luncheon or breakfast sets; one formal luncheon or dinner set, including runner, eight napkins, and eight oblong doilies; one formal dinner set (damask cloth and one dozen napkins to match); one dozen finger-bowl doilies; one dozen cocktail napkins; and one dozen tea-napkins.

Bedroom linen (two single beds): eighteen percale sheets; eighteen pillow-cases to match.

Bathroom linen: one dozen bath-towels; one dozen wash-cloths; two bath-mats; one dozen linen face-towels; two dozen linen hand- (or guest-) towels.

Kitchen linen: one dozen tea-towels.

Then we come to Miss X., who has a two-thousand-dollar cheque to spend, and who is going to start house-keeping in a serious way. Dividing the cheque between linen and silver, she will be able to have two or more house guests, and to entertain eighteen formally at dinner. If she is going to live outside of New York, she may prefer less formal types of linens; and, in that case, on this allowance, could equip a fair-sized house.

But two thousand dollars, for real housekeeping, is a minimum rather than a maximum amount. If you are going in for silver made to order, or for finger-bowl doilies at a hundred dollars a dozen, that magnificent cheque will evaporate into thin air. (Continued on page 156)

Put a beautiful silver bowl on your wedding-gift list, and you have done right by the bride! We have culled this crop from the leading silver manufacturers. The handsome bowl that holds the flowers is silver-plated (the others on this page are sterling); from Ovington's

In the centre circle, left to right, graceful, fluted bowl; Ovington's. Adaptation of an old English piece; Udall and Ballou. Modern shape, severely smart; Ovington's. Reproduction of Irish Targe Stud bowl; Brand-Chatillon. Queen Anne fluting on a bowl of English lines; Udall and Ballou

On the white background, left to right: Hand-wrought motif on a covered bowl; Jensen. Panelled bowl; Black, Starr, and Frost-Gorham. Versatile little bowl; Ovington's. Indispensable small bowl for sauces; John Wanamaker





BRUEHL PHOTOGRAPH • CONDE NAST ENGRAVINGS

SOMETHING SILVER





*Shades of dawn and dusk play over these picturesque new hats—  
For the saucer-crowned Panama, a flush of satin ribbon,  
and a cluster of glowing red roses (Jay-Thorpe)  
On the quilted satin beret—rampant carnations (Bergdorf Goodman)*





*Falling from Agnès' small tricorn beret of purple grosgrain—  
the new back veil in brilliant blue (Henri Bendel)*

*A muezzin's turban of orchid and blue taffeta, impaled by a tulip  
(Florence Reichman; Martha Weathered; J. Magnin, California)*





DRAWINGS BY GRAFSTRÖM

For the high moments of Lohengrin—white net overcasting white bridal satin; a wake of scalloped train. At the throat there is a calyx of net petals—more of them cluster on the net cap with its brief veil (Best; Neiman-Marcus)





Peasant dowry: First, a dotted Swiss wedding-dress with a square kerchief, a tiny flower crown (Best; Marshall Field, Chicago). Second, aerial white organza circled with bands of ruching; an artless kerchief (Bonwit Teller; I. Magnin, California)





BRUEHL-BOURJES COLOUR PHOTO • CONDÉ NAST ENGRAVINGS

COPPER AND PINK ARE THE NEW ACCENTS



# DECORATION DAYS

Give them to a bride or keep them to lift your own country house or city flat—those new pink and copper accessories shown on the opposite page

That pair of large plaster cornucopias—the old classical symbol of Plenty—would be ornamental on a country or town mantel; James Pendleton

If the young-marrieds are horse-lovers, send this steed sculptured in terra-cotta by Buk Ulreich

Bring pink into the house with those two pink vases of ribbed glazed faience. Bring copper in: with that hand-hammered, fluted lamp base and copper coloured parchment shade; or with that enormous copper tray (in the lower right corner) that was designed by Tommi Parzinger. All of these are to be found at Rena Rosenthal

All the subtle new shades of pink, copper, beige, black, and white are leagued together in those service plates of Etruscan inspiration, designed by Edith Cockcroft. They're all from Gerard

In the background—some new pink fabrics to introduce summer to any place: quilted pink linen and pink chintz with grey and white plumes; and shell-pink leather. From Ruby Ross Wood

ABOUT twice each year, the light on decorations changes with the season. In October, we dig in, so to speak, for the winter and contrive backgrounds with a good deal of serious entertaining in mind. But April is a light-minded month, and, for those who can escape to a country house, there are decorating ideas as gay and fresh as a garden catalogue. And for those who keep one foot in town during the summer months, there are quick and simple changes for a city flat that will make life more bearable from Monday to Friday.

Fabrics are first, generally, in any scheme of decoration, and blossoming everywhere are new chintzes, new patterns, new colourings, even some new textures. There are huge patterns of feathers, loops of flowers, and bouquets, and numbers of linens with Paisley-like patterns. And there are stripes—just as in clothes fashions—only, this year, they are grouped in different widths on backgrounds in lighter tones, as well as in white.

There are more quilted fabrics than ever—now that we know what good slip-covers they make; quilted fabrics in pale tones or in dark brilliant colours for a sharp (and practical) accent in a light room. Here's a fresh slip-cover idea for chairs in a country breakfast-room: cover the chairs alternately in two colours, some in lemon-yellow, others in deep magenta. And use quilted slip-covers for the upholstered ends of beds, in town or out.

There are signs of a revival of chintzes with black grounds: a few new patterns have appeared in very practical and striking colourings. One has a deep slate-black ground scattered over with great sprays of gladioli and hydrangea. Another—thankfully very inexpensive—has a black ground punctuated with shaded leaves and yellow and white flowers. Generally, the chintzes take a sharper black than the linens.

Huge-patterned fabrics, so effective in certain rooms (and they needn't be confined to huge rooms, either), are another thing to consider. One new one has a pale shell-pink ground, with a great pattern of blue-green leaves and ferns forming a wide stripe over the entire width of a fifty-inch chintz. This is also to be had in other colourings.

That thin oiled silk generally associated with shower-curtains is another suggestion for country bedrooms. There are pale and dark colours, and, although the range of shades is not very extensive, the crisp texture of this fabric is now widely appreciated.

As for terrace and garden furniture—colour is important, since all the innovations of design have been tried. The iron pieces adapted from Victorian ones are still best in white, and the trend toward light pinks, blues, and yellows seems to have passed. Black or dark green wrought-iron pieces appear now and then; and pale grey or pale green look very new—with cushions in white, darker grey, or green.

Bamboo looks best in its natural state, although certain pieces combine two pale colours of lacquer effectively. There is a comeback of natural willow, either weathered by Nature or adroitly helped by pale grey stain. The deep Oxford basket-chair is here again—its tufted cushions covered with water-proof fabric, its arm-cushions large as inflated sausages. Smaller circular basket-chairs, armless but thickly cushioned, are right for out-of-door dining and comfortable to lounge in afterwards.

Permanent wood furniture—the sort that is too heavy to be moved about—is now being designed to fit definite spaces in your garden. Natural teakwood is made into long benches that will stand years of exposure. Other types must be repainted each year and stored during the winter—but the coolness of spotless white paint usually makes it worth the trouble.

For inside the house—something new is a modern version of the old Venetian sofa, with wide-spread curving arms, covered to the floor in white chintz sprayed with lilies-of-the-valley. So popular is the use of fabric coverings—even table tops and cupboard doors are covered.

Painted furniture is appearing again, too. But it should be used only in strong colours and sparingly—possibly only one such note in a room. For example, some one recently dramatized (Continued on page 144)

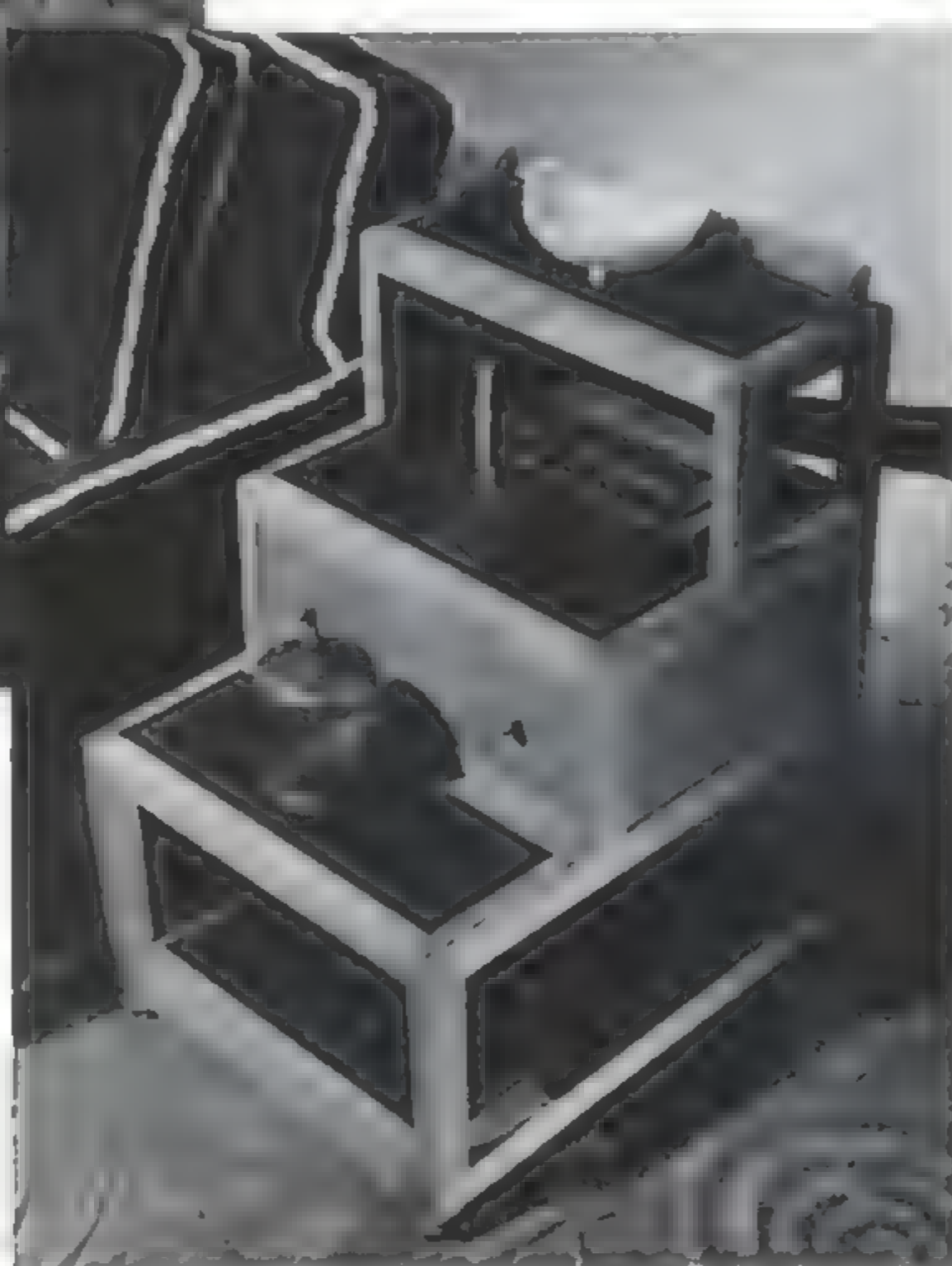




Bamboo furniture, painted green, brings an Oriental note to the country. Camellias float in glass cylinders set into the table top—or goldfish swim there, if you like. In the background, there's a semitransparent screen, framed in bamboo. The Colwell Company designed all

Elsie de Wolfe turns the tables here by making one into library steps (below), with three shelves and a drawer for odds and ends. Brown leather tops each level—very nice against the blond finish of the wood. The chair has a cover of claret coloured linen, outlined in cream fringe

Those "picture-frame" chairs below are of two-toned fir-wood, upholstered in vermilion leather. The triple cocktail table has a patterned metal top. All from Rena Rosenthal, including the ice-bowl, decanter, glasses, and metal vase. Beige chevron rug from F. Schumacher



TO IMPROVE  
THE COUNTRY



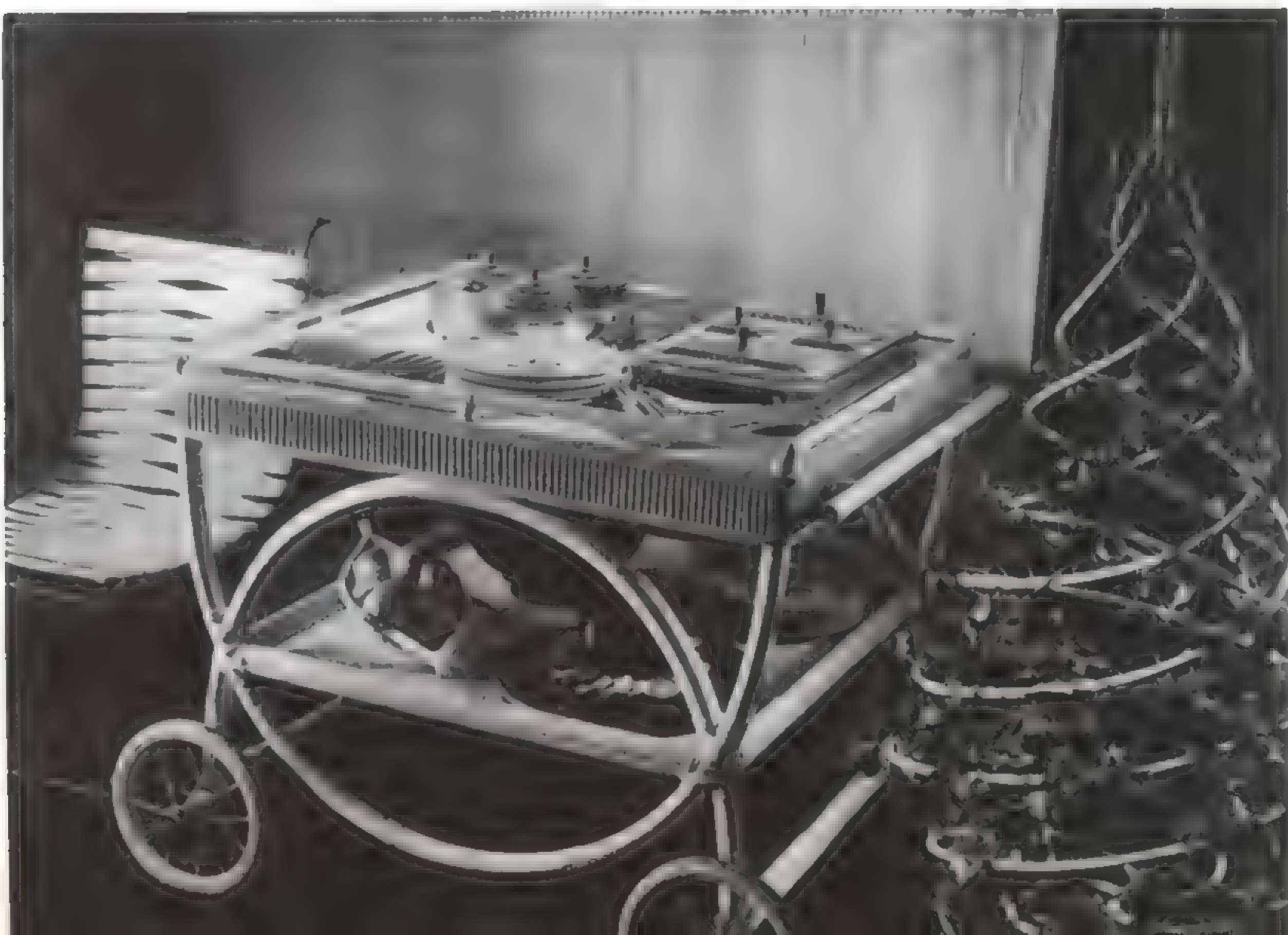




NYHOLM

This cast-iron terrace furniture, designed by Richard L. Sandfort, has a grace and humour its Victorian ancestors never knew. Yellow striped cotton, on the chaise longue, is a vibrant modern note. Flexible wood screen; The Colwell Company. Vase from Elsie de Wolfe

The buffet wagon, by Laurence Colwell, is painted white with touches of yellow. The two electric warmers are from Lewis and Conger; the pink faience plates from Alice H. Marks. Iron and tape chair; from Elsie de Wolfe. Spiral ivy stand; Hammacher-Schlemmer







VOGUE'S FINDS OF THE FORTNIGHT



# TROUSSEAU LIMITED

**D**ON'T, we beg of you, just get married. Have a Wedding. We don't mean massed white orchids and massed choirs and massed caterer's men. We don't mean massed anything. We know you have to do it on a shoe-string. But tradition and ceremony, so much the order of the day right now, are not the sole prerogative of the bride who has twenty yards of real lace trailing her down the aisle. And we also know (and seize every opportunity of repeating) that good taste is more than money; that good taste can stretch a shoe-string until its own mother wouldn't know it.

The first and most vital step in the campaign (next to the initial one of deciding to get married at all) is finding out exactly how much you have to spend—and making up your mind to spend it on the important things. Correct invitations; a becoming wedding-dress; some kind of music for the reception; good food—however simple—and enough of it, for the wedding breakfast. And, please, champagne. There's nothing like it to make a small wedding seem festive and important and fun (and nothing like the absence of it to make a huge wedding seem unexciting and faintly pompous). If it's at all possible, have enough champagne to last at least two-thirds of the way through the reception...

If you can't afford engraved invitations, write little notes by your own hand (or your mother's). But remember that correctly engraved invitations can cost as little as thirty dollars for the first hundred you order—and ten dollars for each succeeding hundred, once the plate has been made. And, too, correct usage now permits the invitation to both church and reception to be engraved on the same sheet. If you're in doubt about the food for the reception, there are some suggestions for inexpensive wedding-breakfast menus on page 154. As for the music—if you can't find a trio to play at your price, engage a man who will play the piano all afternoon for a fixed sum. Or a man with a concertina. Or even a man with a hurdy-gurdy, rendering the Sextette from "Lucia"...

Your dress can be organdie, like the one on the opposite page; minus veil, gloves, and bouquet, it will make a lovely summer evening dress. Less expensive still, your dress might be one of the new frosted cottons, or dotted Swiss. (Look at that enchanting dotted Swiss wedding-dress on page 101, to get over your white-satin fixation.) And there's a Vogue design for a bridal dress, on page 115, that you and your Little Dressmaker could whip up.

Your veil can, of course, be tulle—or try a tiny, short one of net; you can wear brief white gloves, like the bride on the opposite page, or dispense with them altogether. You might carry an armful of fresh white daisies (which not only save staggering flower bills, but make you look like the Blessed Damozel), or a prayer-book with only a marker of flowers. If you're very young and gay, and are being married out-of-doors in a garden, you might wear a sprigged muslin *dirndl* and a crisp little pink net veil.

- Far left, opposite: Make your vows in this—a mist of starched white organdie over white faille, its sweeping train edged with net. About \$55. (All-white bouquet and head-dress by Harry Meyers, Madison Avenue.)
  - Left, opposite: A short-sleeved redingote and dress for afternoon, both of Crown Rayon double-sheer crêpe, with grosgrain flowers. About \$30.
  - Left: Standby for evening—this simple princesse dress and bolero of heavy crêpe, trimmed with contrasting grosgrain ribbon. About \$40.
  - Directly above: A going-away suit that will be the backlog of your trousseau; of feather-light wool, with a collarless jacket, dark skirt. \$45. And a top-coat of the same wool that you'll wear over everything. About \$50.
  - Right, above: Notice the longer, fuller bolero with this dress of pure silk two-tone print—indispensable for sightseeing, shopping. About \$35.
- ALL FROM FRANKLIN SIMON. OTHER CITIES ON PAGE 38



This year, your bridesmaids don't all have to be dressed as identically as a sister-act. You could let them wear their own white summer afternoon dresses—providing these are all ankle-length, and approximately the same general type—and have their hats alike; perhaps those nice natural Leghorns that you can get for around \$5, with different-coloured velvet streamers. And they could carry bunches of fresh field-flowers.

There's no law, either of etiquette or taste, that demands that a church be lavishly decorated—or, indeed, that it be decorated at all. And, of course, if you have a garden wedding, the flowers that bloom in the spring will dispose of the decoration problem. In any case, the expense of your wedding will be largely determined by the number of guests you invite. And a hundred friends can make it as gay, and as memorable, as a thousand acquaintances...

When you plan your trousseau, do it on the same principle as your wedding; put the emphasis on the important things. It takes a good deal of steely self-control, but it's worth it. Don't, for instance, lose your head and splurge on French lingerie, however lovely, if it means that you'll have to scrimp on everything else. (Especially when you can get such nice lingerie as that on page 150 for practically nothing.) Better a small trousseau, with everything right—for you, and for the sort of life you're going to lead—than a lot of expensive unsuitabilities.

If you have more taste than money, but are marrying enough money to keep up with your taste (happy thought) that's reason enough for your wardrobe to be small—and perfect. But if your Intended is just starting out in the world, then it's doubly important for your appearance and your taste to be a credit to him. Nobody, nowadays, cares a rap whether you appear five, ten, or fifty times in the same costume, if it suits you and your life. If your trousseau can consist of only one costume for each occasion, so much the better; you'll plan all the more carefully to make each one a success.

On these four pages is a trousseau for you. Every line, every seam, every stitch has been taken into consideration by Vogue's editors; every one of these costumes has been weighed in the balance, scrutinized for fashion value, for workmanship, for enduring rightness. The whole thing would cost about four hundred dollars; add to this hats, gloves, bags, shoes, lingerie, and corsets, and you'll still fetch up well within the six-hundred-dollar mark.

If you plan to have fewer things than we show here, you might use your going-away suit for sightseeing, choose a more formal print dress for luncheons, and dispense with the sheer afternoon dress altogether. Or, with the wedding-dress for evening wear, you might do without the dinner-dress, and vary the crêpe evening-dress with odd jackets so that it would double for a dinner-dress.

There are probably a few things—tennis dresses, bathing-suits, play-suits—that you'll want to add to the costumes on these pages. But these clothes will be the backlog of your trousseau. And they'll give you the start of a fine reputation as a smart young matron.

TROUSSEAU LIMITED



- Left, above: Head for the country in this natural cashmere suit, its trim cardigan pigskin-buttoned, its muffler plaid. Abercrombie and Fitch
- For the fairway—a reddish-brown Irish linen jacket with grey cashmere sleeves over an action-skirted grey cashmere dress. Abercrombie and Fitch
- Look like a Greuze girl as you dine in, wearing this demure tea-gown of cloud-pink chiffon. A ribbon secures the nosegay. Franklin Simon
- Opposite, left: Star of a summer night, this cream moire evening coat, striped in maroon and green. Good over everything. Best; Marshall Field
- This standby negligé is of crêpe trimmed with satin, sleek and shining. Choose it in your favourite (and most becoming) pastel. Franklin Simon
- When you and your husband are on the guest list for dinner, wear this Delft-blue taffeta dress, its skirt overshadowed with heavy black net. A red-and-white dot tie goes under the turn-over collar. Best; Marshall Field





RAWLINGS





THEATRE ANTIQUE: ARIESIENNES WATCHING THE BULL-FIGHT







## BEAUTIES OF ARLES

LIKE Van Gogh, the painter who made so famous its bridge, its sunflowers warm in the gardens, and its postman in his blue uniform, Arles has a twisted quality of its own. Here are the beauties of the town, in their fête-day best, fragile, feminine, and French, with lace head-dresses, ballooning, bulky brocade skirts, fashions of 1860 and 1880; all twittering on the long grey seats of the ancient stone amphitheatre, watching the bulls fight. They know these bulls. For on week-days, dressed in boots, breeches, peasant shirts, sombreros, these girls are indistinguishable from men. Then, as cow-girls, they ride the herds of bulls, horses, sheep, on the fertile island of La Camargue, in the fork of the river Rhône; being more male than female, until Sundays and festival-days switch them around again to femininity.



PALE BLUE SILK: AN 1880 FASHION



STRIPED PURPLE TAFFETA: AN 1880 FASHION



THE GIRL ON THE RIGHT IS THE HERDER ABOVE



Right: Printed chiffon is an all-time classic for the bride's mother. This dress has fullness in front of the ankle-length skirt; velvet ribbons at the waist. Bonwit Teller; Martha Weathered. Black taffeta and straw hat; Bonwit Teller

Centre, right: For the mother of the bride, at a church or house wedding, a simple two-piece dress of shadowy navy-blue lace, with a flattering V neck. And a toque of forget-me-nots, crowned with a single rose. Both, Lord and Taylor

Far right: For a second-wedding dash to the City Hall—this casual suit of grey covert-cloth, with a three-quarters length top-coat to match. White piqué lines the revers of the coat; the navy-blue scarf has white coin-dots. Jay-Thorpe

Below: For the bride at a formal second wedding—chalk-blue chiffon, patterned in Paisley design, and a blue taffeta jacket with peaked shoulders. You'll wear both later. Dress and hat: John Wanamaker, New York and Philadelphia



## WEDDING PROPOSALS





Left: The answer to a wedding guest's prayer—this short, full-skirted dress of toast-beige chiffon, cross-barred in white, with a huge bow at the neck. Lord and Taylor. With it, a natural coloured straw cart-wheel, fan-pleated in front

Above, left: Another smart wedding guest will wear this superb two-piece dress of beige crêpe with a minute white collar, a row of tiny buttons down the front, even rows of buttons on the four pockets. From Milgrim; Neiman-Marcus

Above: A navy-blue organza coat, spattered with bright embroidered field-flowers, worn over a short-sleeved navy-blue organza dress. Bonwit Teller; Martha Weathered. And a navy-blue baku hat with a gigantic flower in front; Bonwit Teller

Right: For still another wedding guest—this black crêpe dress encircled with bold gipsy stripes, topped by a plain black crêpe jacket. Altman; Neiman-Marcus. The Suzy toque has a flock of humming-birds perched on top; Altman





Coat No. 7668: This coat would be a good send-off for your life as a young matron—it has a single-breasted closing; a sectional back. Try it in tweed for your cruise. Sizes 14 to 20; 32 to 40

Bridal Gown No. S-3961: When all eyes focus on you, stand forth in this draped wedding-dress. Later, lay it away in lavender, or cut off the train for a dinner-dress. Sizes 12 to 20; 30 to 42

Frock No. 7689: The most critical man, husband or not, would approve this two-piece dress, with its panelled blouse, with a Boy-Blue collar, and panelled skirt. Sizes 12 to 20; 30 to 38







*Troussellier  
for a trifle*

## Designs for dressmaking


Frock No. 499: Whatever your plans, this dress will fit in—its neck-line and sleeves are draped softly; a crushed gir-dle buttons in back. Slashes hold beads and a flower. Sizes 12 to 20; 30 to 40

Frock 501: If you're thinking of a sim-ple wedding, put your bridesmaids into this cool young dress with its childish blouse, its streaming sash. Also excel-lent for guests. Sizes 12 to 20; 30 to 38

Suit No. 7552: Check this if you're go-ing on the ocean or to the mountains—you might try the jacket in pale blue; the skirt, with its shaped vents, in wine or fuchsia. Sizes 12 to 20; 30 to 38


The back views are shown on page 130





# SHOP-HOUND CUTS THE CAKE

HERE I have been tearing around, getting ready for the great wedding-day, when I might have left it all to the Wedding Embassy. This bureau knows all, answers all questions, manages everything, and costs you nothing. Located at 32 East Fifty-Seventh Street, it is celebrating its seventh anniversary this spring. It's astonishing that an organization so steeped in tradition should have so much heart. Miss Brennig, who started it all, has no use for stock answers, and each bride is as distinct a personality as the first one she sent to the altar. Best of all, if the Wedding Embassy is in charge, no one will have to worry at the last minute about the arrival of the flowers and the perfection of the cake.



THE Maison de Linge, 290 Park Avenue, has those lovely turquoise-blue bath-towels, you might like to know. There are several blue shades, including a new combination of French-blue and camellia, but the turquoise bath-sets are the most exhilarating. This is a shop that takes linen and lingerie trousseaux very seriously. Most of the things are exquisite pieces from France, but there's a healthy range of price. You can buy a set of organdie finger-bowl doilies for less than \$13; or pay all of \$100 for a dozen in real lace. There's nothing finer, in plain linen, than their House of Hapsburg sheets and cases, initialed with distinction, in white.

SHOP-HOUND, thinking about bridal bouquets, went to a great source of knowledge and inspiration—Max Schling. What about bouquets for romantic and peasant wedding-dresses, we asked. Mr. Schling suggests a rococo bouquet, reminiscent of Vienna a hundred years ago. This is a round bouquet (no paper frills), with white flowers grouped informally in clusters. Camellias, Alpine violets, lilies-of-the-valley, azalea blossoms—simple country-types of flowers that might have been grown in private greenhouses. All of that is the “knowledge”; but here is the real inspiration: clumps of white geraniums in these bouquets—and tender white-and-green geranium leaves scattered among the flowers. Can you imagine anything more delicious for a spring bridal bouquet than that?

TALKING about peasant wedding-dresses, E. Zallio, 561 Fifth Avenue, has some old peasant veils. They are of white tulle *brodé*, and are suggested for tea-cloths. But if you are considering a peasant wedding-dress, and wondering about the veil, here it is. Any one interested in trousseau linens would be fascinated by the antique laces in this shop. There are runner-and-doilie sets of hand-woven, cream linen, with inserts of Buratto, an antique altar lace. The napkins are folded to show the lace insert across the end, and to allow the lace edging to frame three sides. This is called the foreign fold, and might be used effectively on our own tables. Tea-cloths made from old Italian samplers have great charm.

WHETHER it's a return to the Age of Sentiment or what, Técla reports a definitely reviving interest in pearl pins of quaint, old-fashioned shapes. Does any one remember them—the circle, the harvest moon, the crescent moon, the oval, and the square? These pins, in the beautiful Técla cultured pearls, cost from about \$75 to \$150. So much old-fashioned jewellery is being worn, that these would make charming gifts at this romantic time. More dynamic are the great blazing Técla solitaire pearls—set in rings or earrings with diamond and platinum settings designed to throw the pearl in relief. (Continued on page 124)







THE MORNING'S GAME IS BEING RE-PLAYED. AND WHILE "POT LUCK" IS THE WORD, GOOD EATING IS THE FACT.

# Pot Luck

Good eating—because the feature of the meal is a soup that's a favorite with the men—yes, and with the hostess, too—Campbell's Vegetable Soup—tempting and substantial with fifteen different vegetables and rich beef broth... Two others that emphasize the "luck" in "pot luck" are:—

**PEPPER POT**... The real Philadelphia Pepper Pot. Beef broth, macaroni dumplings, meat and other good things to make a man say "Ah!"

**PEA SOUP**... Green as Spring with sweet, nutritious peas. And smooth as sunshine with fine table butter. Now made better than ever.



THE PARTY IS OFF TO A GOOD START WITH CAMPBELL'S CONSOMMÉ—DISTINGUISHED AMONG CLEAR SOUPS.

# or Party

The favorite party soup is Campbell's Consommé, an invigorating broth of fine beef, delicately flavored with choice garden vegetables—and clarified to a beautiful amber... Two other party soups are:—

**MOCK TURTLE**... A deep, rich beef broth and in it tender bits of meat, piquant seasonings, and a fine sherry.

**CELERY SOUP**... An enticing purée of snow-white celery and fine table butter, with tender celery throughout to make it doubly real.

## Campbell's SOUPS





# SURRENDER

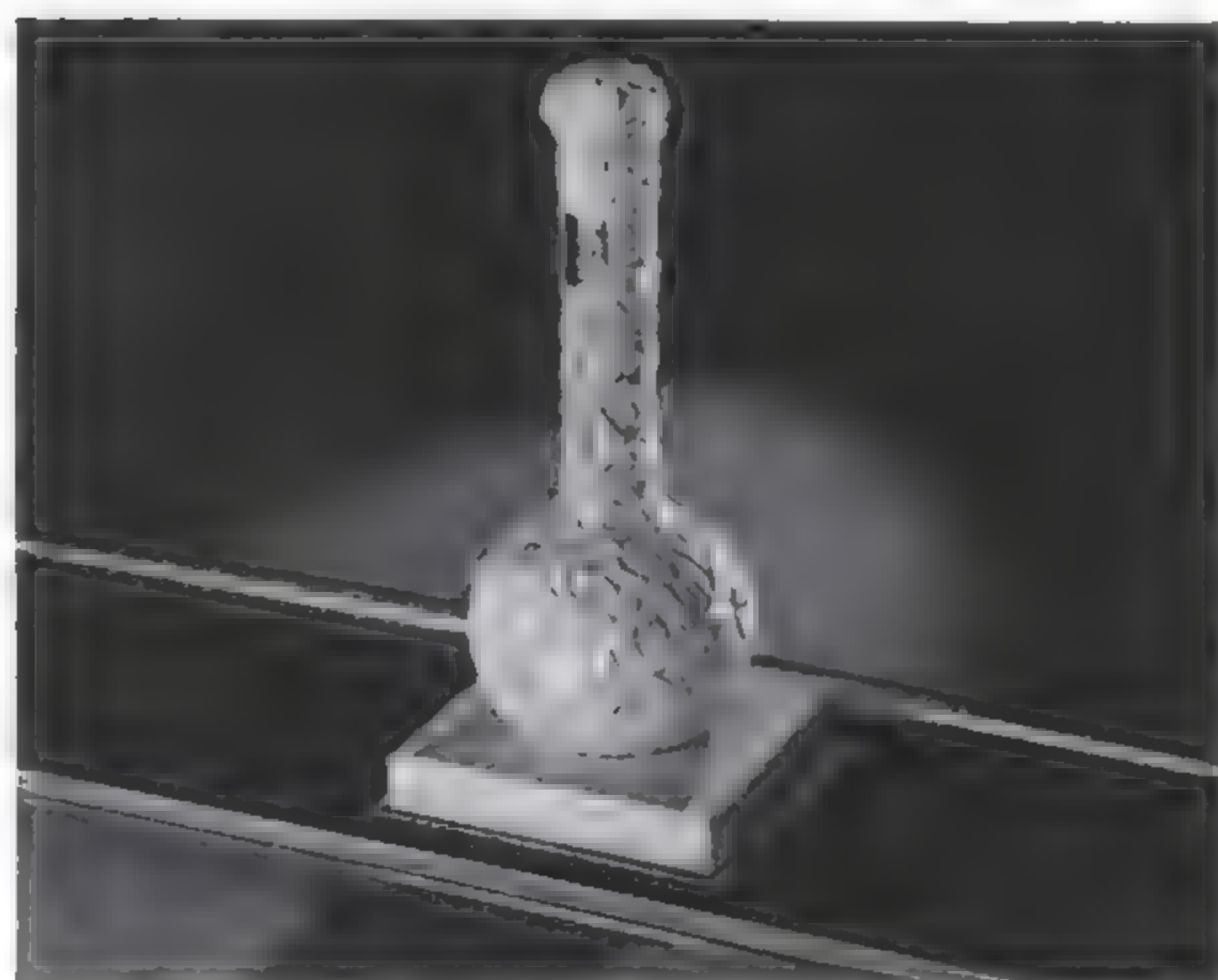
*She will, if you give it.  
He will, if you wear it*



P A R F U M S  
C I R O  
P A R I S

ALSO CREATORS OF REFLEXIONS, CAMELIA DU MAROC AND DOUX JASMIN

## DISCOVERIES IN BEAUTY



ANDERSEN

This triumphant flacon by Lucien Lelong, which contains Cologne in "Indiscret" fragrance, is fashioned of plaster over glass in a sculptured effect—gift solution for the lady who has everything

UNLESS you are one of the great beauties of the world, there comes a low moment in life when you look at yourself in the mirror and wish that you had a new face. Or, if not a new face, a brand-new complexion, quite a different colour from the one you have been accustomed to for so long.

We have recently uncovered a bit of minor magic that works a real, if temporary, transformation. This is Doraldina's "Allura," and it is a powder foundation in very definite colours that can change the entire effect of your own skin tone, or complement it, as you prefer. There is a special way of applying this make-up so that, when it is put on your face, it is about the consistency of skimmed milk, and looks remarkably finished and undetectable.

Many women who have learned the technique of make-up on the stage swear by "Allura" for its transformation properties, and it is fun, as well as effective, to create an eggshell colour for your face one evening, and an Arabian tan the next.

You will find "Allura" at Saks-Fifth Avenue, with Doraldina face powder in shades to match the foundation.

Not so long ago, Vogue published an article on facial creams, and, of all the pleas, bewailings, and requests for aid that came to us from interested readers, the vast majority dealt with the problems of dry skins. A dry skin needs continual lubricating, and, as women are continually discovering for themselves, it benefits by a preparation that has been especially compounded to combat that dryness, rather than by a preparation chosen at random.

Primrose House's Dry Skin Mixture is a case in point. This cream was first packaged in a medium-size jar, but women who used it immediately began asking for larger sizes, with the result that a new large-size jar has just been introduced. The reason this points our moral is that Dry Skin Mixture was designed after long research and experimentation, with one purpose, to do everything that it possibly could to correct dry skin. It isn't a heavy cream, but it is a rich one, a blend of oils that haven't been combined before in one preparation. When you wipe off the superfluous cream before going to bed, you find that there is little to wipe off, which is a pretty convincing proof that it has seeped into the skin to do its good work.

You will find Dry Skin Mixture in the regular size and the new large size wherever Primrose House products are sold.

The number of people who take their feet to be "done" to the Charles-of-the-Ritz salon, in the Ritz Tower, are a testimonial in themselves to the expertness of Miss Daley, the chiropodist there. Miss Daley is one of the few people who combine expert chiropody with a finished and flattering pedicure, and your feet come out of her hands looking as well as they feel.

Now, she has two new features in her treatment, an electric vibrator that soothes as (Continued on page 120)



# Plain Jane



Don't let  
Blackheads..Large  
Pores..Blemishes-  
*Spoil your looks*

## Fight them with rousing UNDER SKIN treatment

**M**EN get the difference at a glance! Blackheads, blemishes, even coarse pores make the prettiest girl into a "plain Jane."

Well, you don't *have* to be plain!

Those little faults that dot your skin are easy to reach. They start just *underneath*!

Begin today to use the rousing Pond's deep-skin treatment. It tones up faulty oil glands—chief cause of blackheads and blemishes. Livens circulation. Invigorates the under tissues, so your *outer* skin will be clear... fine textured... flawless! The fresh unspoiled skin that makes people say "Pretty girl."

**Do this twice daily**... Here's the simple Pond's treatment hundreds of women follow. It is easy to remember. Easy to do.

**Every night**, cleanse with Pond's Cold Cream. As it brings out the dirt, stale make-up and skin secretions, wipe it all off. Now pat in more cream—*briskly*. Rouse that faulty underskin! Set it to work again—for that clear, smooth, unblemished skin you want.

**Every morning**, and during the day, repeat this treatment with Pond's Cold Cream. Your skin comes softer every time. Feels better, looks better, and powder goes on beautifully.

Do this regularly. As blackheads soften,

# Pretty Girl



Miss Virginia Harris says: "I've learned to fight hateful blackheads and blemishes with Pond's Cold Cream. It keeps pores fine, too!"



## Mrs. Arthur Richardson

granddaughter of the late C. OLIVER ISELIN: "I depend entirely upon Pond's Cold Cream to keep my skin clean, smooth, and free from skin faults. I use it night and day. It's indispensable."

take a clean tissue and press them out. Now blemishes will stop coming. And the places where pores showed largest will be finer textured.

## Send for SPECIAL 9-TREATMENT TUBE and 3 other Pond's Beauty Aids

POND'S, Dept. 11-CD, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ for postage and packing.

Name \_\_\_\_\_

Street \_\_\_\_\_

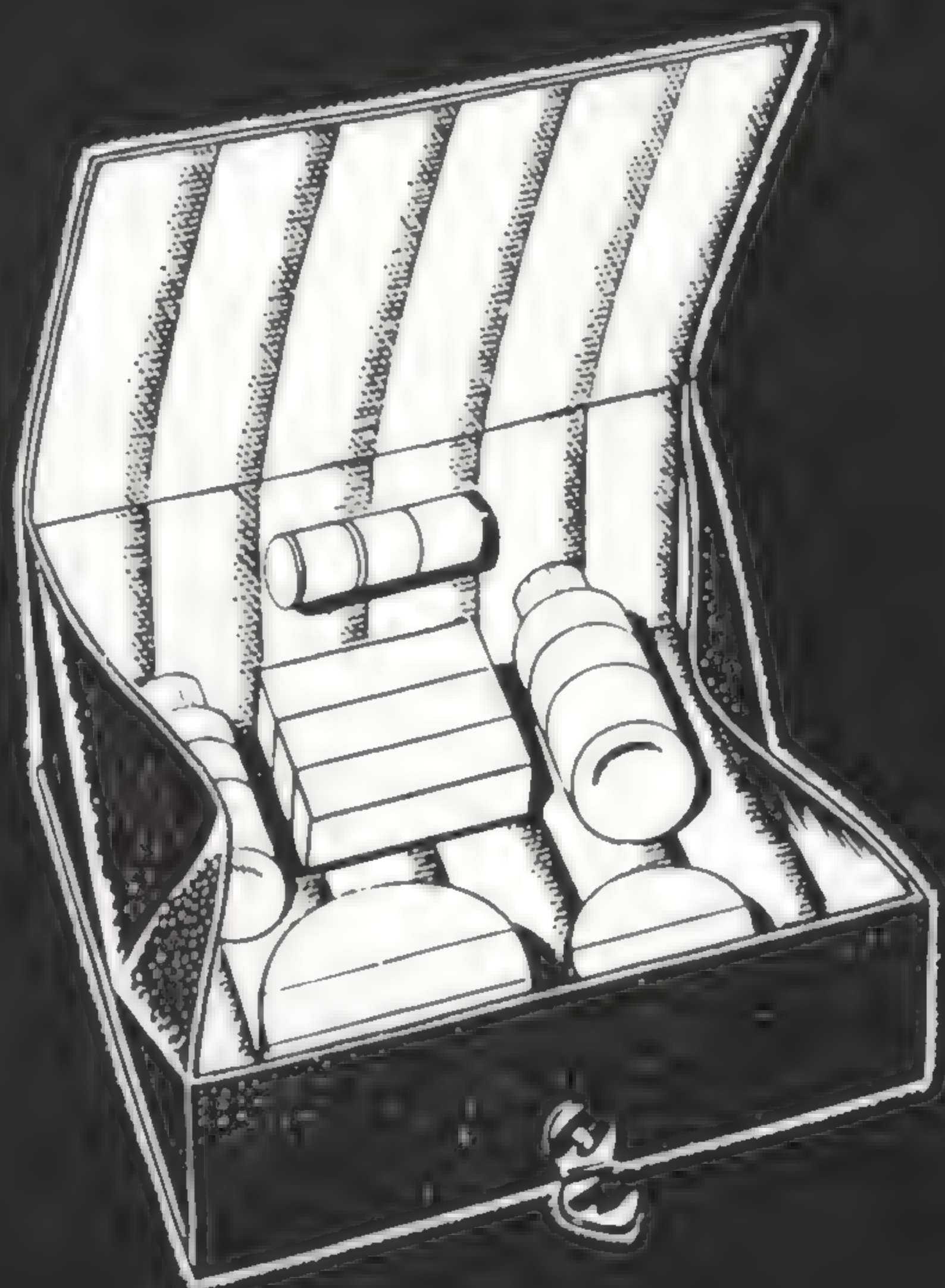
City \_\_\_\_\_ State \_\_\_\_\_

Copyright, 1937, Pond's Extract Company



# germaine monteil

*creates*



## Prelude to Beauty

### COSMETIQUE ENSEMBLE

for women who are not yet acquainted  
with her preparations—a discovery of  
perfection in facial grooming.

CLEANSING CREAM • CLEANSING TONIC • BEAUTY BALM  
FACE POWDER • LIPSTICK • NIGHT FEEDING CREAM

BUFFALO: Mabel Danahy • CHICAGO: Carson Pirie Scott, Leschin, Marshall Field, Saks-Fifth Ave. • CINCINNATI: The H. & S. Pogue Co. • CLEVELAND: Mary Louise  
COLUMBUS: F. & R. Lozarus, Montaldo's • CORONADO: Town & Country Shop  
DALLAS: Neiman-Marcus • DENVER: Gano-Downs Co. • DETROIT: Sax-Kay  
INDIANAPOLIS: The Wm. H. Block Co. • KANSAS CITY: Horzfeld's • LOS ANGELES:  
Bullock's, Bullock's Wilshire • MINNEAPOLIS: Young-Quinlan Co. • NASHVILLE: Rich  
Schwartz & Joseph • NEW YORK: B. Altman, Bonwit Teller, Saks-Fifth Ave., Jay  
Thorpe • PALM SPRINGS: Bullock's • PHILADELPHIA: The Blum Store • PITTSBURGH:  
Wm. Penn Hat Shop • ROCHESTER: Sibley Lindsay & Carr Co. • ST. LOUIS: Lockhart's  
SAN FRANCISCO: Ransohoff's • SEATTLE: Helen Igoo • TULSA: Nell S. Jackson Shop

## DISCOVERIES IN BEAUTY



Corday's famous "Orchidée Bleue" bottle has been elongated in this graceful new model, to hold the eau de Cologne with the same lilting scent

(Continued from page 118) though by magic, and a mentholated cream that is cooling and refreshing. Not only your feet, but your whole being seems revived after these ministrations.

Any woman who uses a dull-coloured powder on her face these days has only herself to blame. The new shades in fine powders have a live quality, a sort of glow, that transfers some of their life to your own skin. One of these new, glowing shades is Woodbury's Windsor Rose. This is a peachy-pink shade that proves particularly flattering for skins without much colour of their own, the in-between category, although it is unusually adaptable and is apt to look well, no matter what your colour is.

You will find the new Windsor Rose shade in the fine dark blue box that now houses the Woodbury powders.

To find a wave lotion that is really quick-drying is about the same feeling as finding a pearl in your oyster. Our most recently discovered prize of this type was found at Émile's of the Barbizon, a hair-dresser who has a very devoted New York following. His wave lotion, which is non-sticky and as light as water, dries evenly throughout, instead of drying in an outer crust, and even thick hair has been known to dry in fifteen minutes, under this ministration.

This quick-drying lotion will allow you ample time for the reconditioning treatment (beneficial preparations heated to form a pack on your head), which softens your hair and gives it a luxuriant, glossy look. Émile's new permanent-wave machine, designed and made especially for him, provides you with a fine permanent in minimum time with maximum comfort. (Continued on page 122)



ANDERSEN

This soap was designed especially for a bride by the Kerk Guild. It includes bath-, hand-, and guest-size cakes; Bonwit Teller



# Sterling as Lovely as the Bride

**LATE GEORGIAN**  
As formally lovely as a Chippendale chair

**ROSE MARIE**  
Capturing the eternal feminine in silver

**EVENTIDE**  
Paradoxically modern—yet romantic

**FAIRFAX**  
Perfect silver for heirloom Americana

**King Edward**  
In the new manner of sumptuous and ceremonious design. At home on the most formal table—or against the simplest of backgrounds

**CHANTILLY**  
French as the Place Vendôme

**HUNT CLUB**  
Classic and modern suavely combined

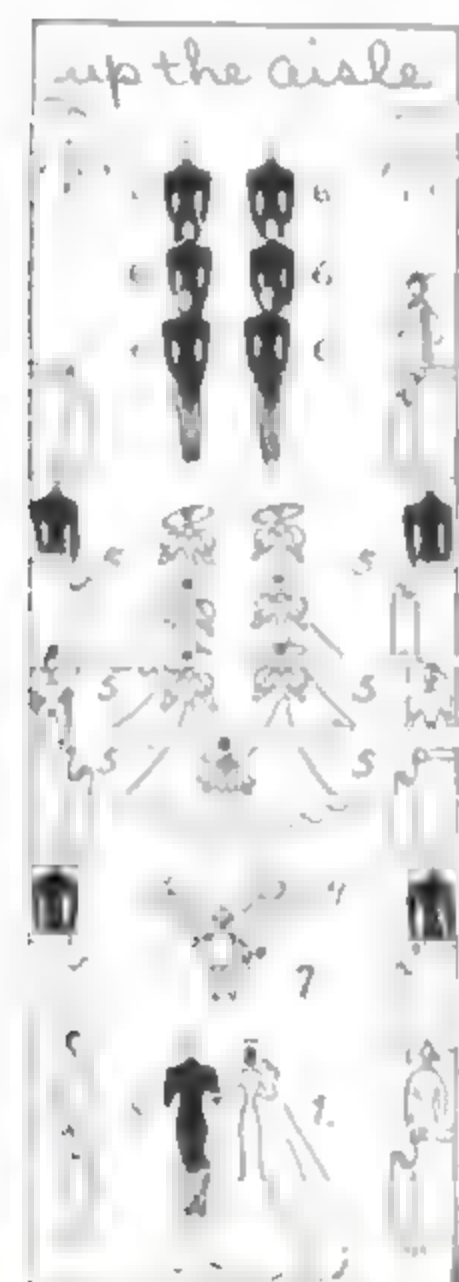
**CHRISTINA**  
The charm of the old—the swift, clean lines of today

**ETRUSCAN**  
Reminiscent of the grandeur that was Rome

## "THE BRIDE'S WEDDING CHART"

Here is a chart showing you and your wedding party on the great day. The wedding party is dressed for a formal daytime wedding. Note the Bride's father walks on her left so that he can take his seat in the front pew on the left (or Bride's side) of the church. Follow the numbers carefully and all your problems should be solved.

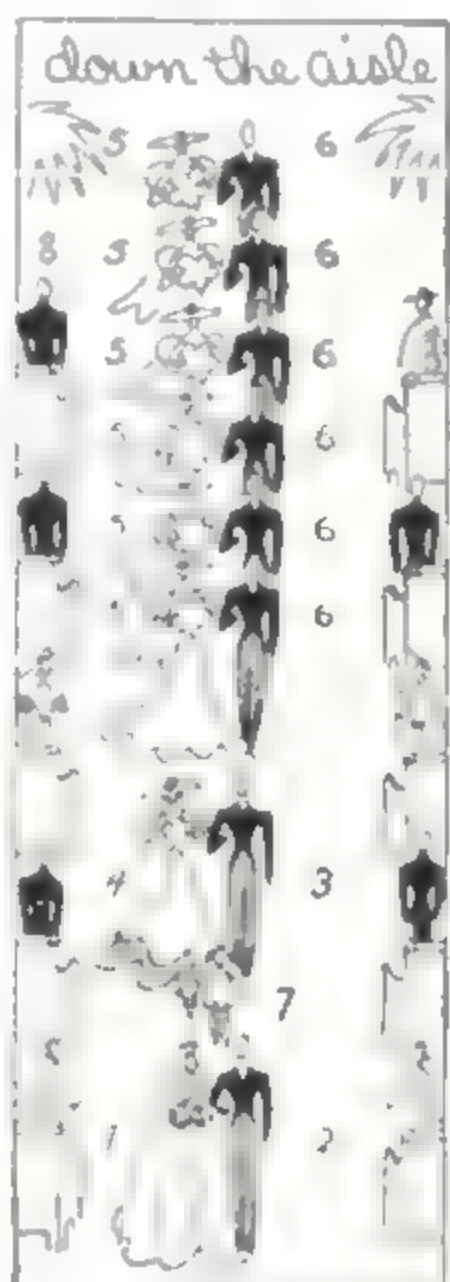
### THE WEDDING PROCESSION



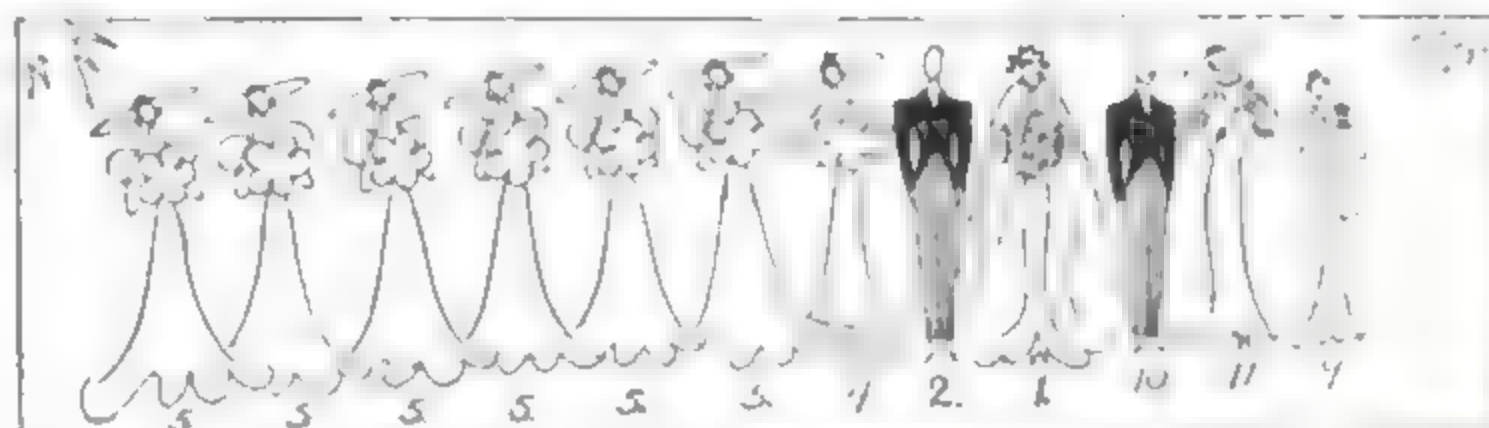
### WHO'S WHO

1. Bride
2. Groom
3. Best Man
4. Maid of Honor
5. Bridesmaids
6. Ushers
7. Flower Girl
8. Bride's Father
9. Bride's Mother
10. Groom's Father
11. Groom's Mother
12. Minister

Dotted circle—Groom's position when procession starts up the aisle.



### THE WEDDING RECEPTION



Sometimes the father of the Bride stands in line, but generally he acts as host and mingles with the guests as do the ushers and Best Man.

### THE BRIDAL TABLE



At a smaller wedding the parents of the Bride and Groom sit at the same table as the bridal party. The minister and his wife are asked to join them and they are seated so that a man sits next each lady."

© The Bride's Magazine

*Sterling Styled by*  
**GORHAM**

AMERICA'S LEADING SILVERSMITHS SINCE 1831

ON HER WEDDING DAY—greatest and loveliest day of her life—every bride wants *perfection* to remember.

No less important is perfection in her Sterling—hers not for a day, but for a lifetime!

To the happy Bride, Gorham presents Sterling Silver to match her own shining loveliness . . . and to suit her own taste. Whatever the period of her new home, she will find its perfect expression in silver among the many Gorham patterns.

In any one of them, she will have silver to treasure forever. The Gorham name stands for masterpieces in Sterling . . . classically lovely patterns, in exquisite balance. And a Gorham service may be added to at any time—even one hundred years from now.

Your leading jeweler has Gorham Sterling and illustrated price lists. Or write The Gorham Company, Providence, Rhode Island . . . since 1831.



# "THE BRIDE'S PERFUME"



Something old  
Something new  
Something borrowed —  
and ORCHIDÉE BLEUE.



The recipe for eternal romance . . .  
CORDAY'S Lasting  
Fragrance that will  
keep alive forever the  
thrill of the biggest  
moment in your life.

**\$34<sup>50</sup>** Other sizes at **\$17<sup>50</sup>** and **\$9<sup>25</sup>**

An ideal gift for each of the bridesmaids  
is a small flacon of Orchidee Bleue—a replica  
of the original in container and contents.

## Orchidée Bleue CORDAY

15 RUE DE LA PAIX Paris

## DISCOVERIES IN BEAUTY



Handsome crystal flacons hold Jeurelle's "Le Gardénia" and "Libretto," a captivating blend. The Poudre Cologne is described below; Maison Jeurelle

(Continued from page 120) The Poudre Cologne that you see in the photograph above is a preparation unique unto itself. It is a combination of dusting powder and eau de Cologne, with deodorant qualities thrown in for good measure, and it is a delight to pat on after your bath. Besides its pleasant fragrance, it gives you a definite lift and leaves a nice powdery feeling on your skin, and the combination proves a godsend when you are travelling.

You will find this innovation, as well as the perfumes illustrated above, at the Maison Jeurelle salon at 630 Fifth Avenue.

If, on one of your plane flights over mid-town New York, you should look down and see the unexpected sight of ladies sunning or resting on the terrace of what is obviously an office building, your eyes have not deceived you. For the terrace is part of Rose Bernie's Reducing Salon, which has its headquarters on the eleventh floor of 515 Madison Avenue.

It is here that you go if you want to be reduced or built up, and here you can stay all day if you like, for, aside from the terrace, there are comfortable beds to relax in after your activities, and you will be given a special liquid diet that includes cultured milk and hot beverages.

There is a bright blue gymnasium in which you are given an efficient work-out, marvellous showers (seven-valve stimulating shower), infra-red heat and Alpine sun-lamp, expert colonic irrigations, and massage that has a miraculous way of making unwanted pounds disappear.

Then, there is the terrace, sunny and lovely, where you relax in a steamer chair and congratulate yourself on having come to have all these fine things done to you. Considering all these benefits, the treatments are very reasonable.

N. B. Special after-business sieges for office slaves.



ANDERSEN

Weil's newest lipsticks look like miniature Chinese pagodas. The cases, adapted from the bottle that holds "Bamboo" toilet-water, are as gay as they are smart



A N N O U N C I N G

# ARNOLD *Townstyles*



## THE NEW LINE OF ARNOLD TOWN SHOES

For years women have been saying, "Arnold Authentics are so good-looking and so marvelously comfortable—don't you make any shoes for everyday wear about town?"

And here is the answer: The new Arnold *Townstyles*. They are as distinguished in style as Arnold Authentics and as wonderfully comfortable as all Arnold Glove Grip shoes. These smart new models really have everything that you have been wanting in a 'round-town daytime shoe.

Ask your regular Arnold dealer to show you Arnold *Townstyles*.

M. N. ARNOLD SHOE COMPANY, SOUTH WEYMOUTH, MASS.





**JANE ENGEL**  
MADISON AVENUE AT SEVENTY-NINTH  
NEW YORK CITY

Shirred Chiffon Dress and Jacket. 29.95  
at Jane Engel and

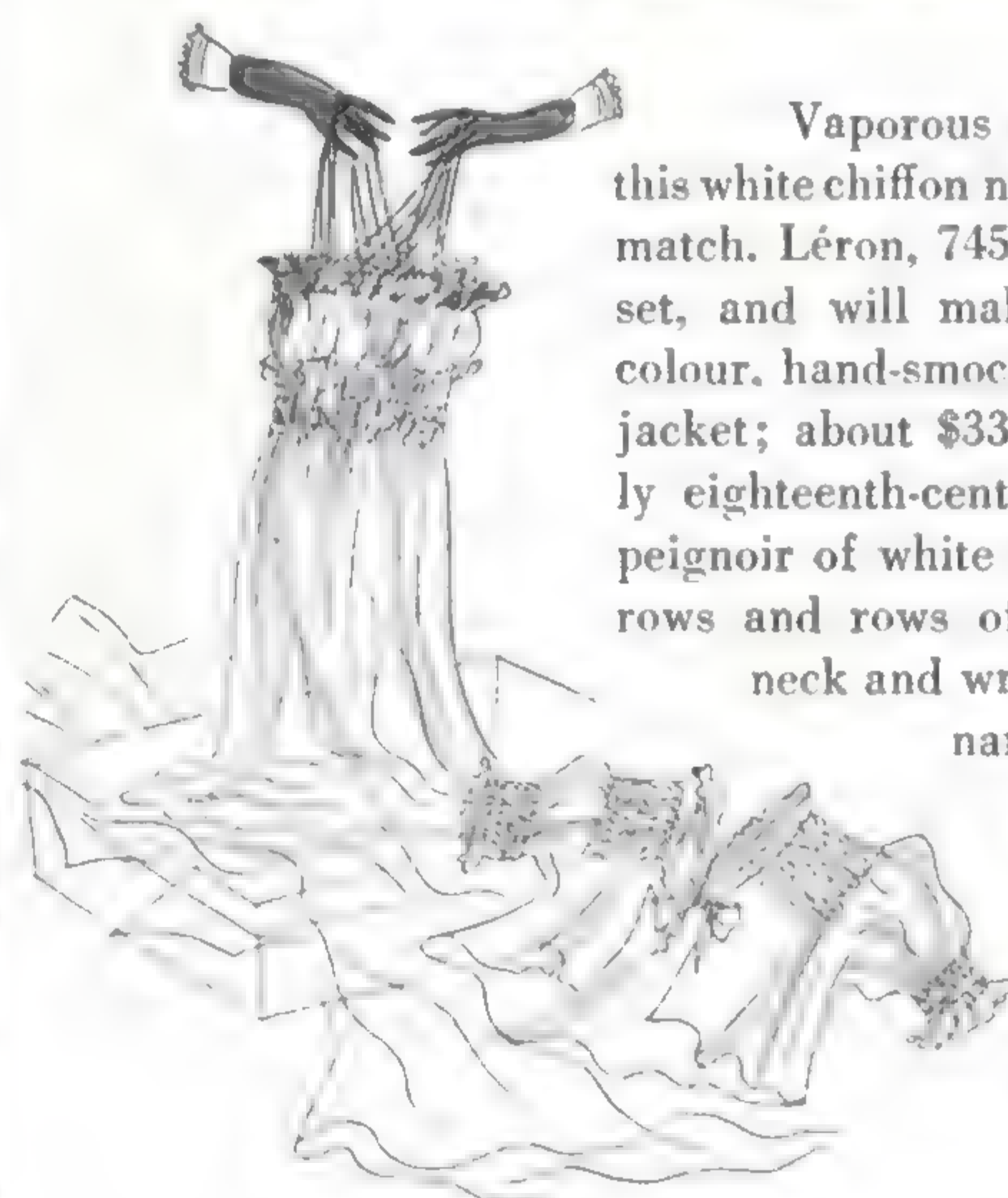
Adem, Inc.	111 Newbury Street, Boston, Mass.
Frances Nichols	1316 Chicago Avenue, Evanston, Ill.
The Charlotte Parker	1709 H Street, N.W., Washington, D. C.
Dorothy Woodward	2460 Fairmount Blvd., Cleveland, Ohio
Chez Nous	122 East Delaware, Chicago, Ill.
Dress Mart	205 East Franklin Street, Richmond, Va.

## SHOP-HOUND CUTS THE CAKE



RAWLINGS

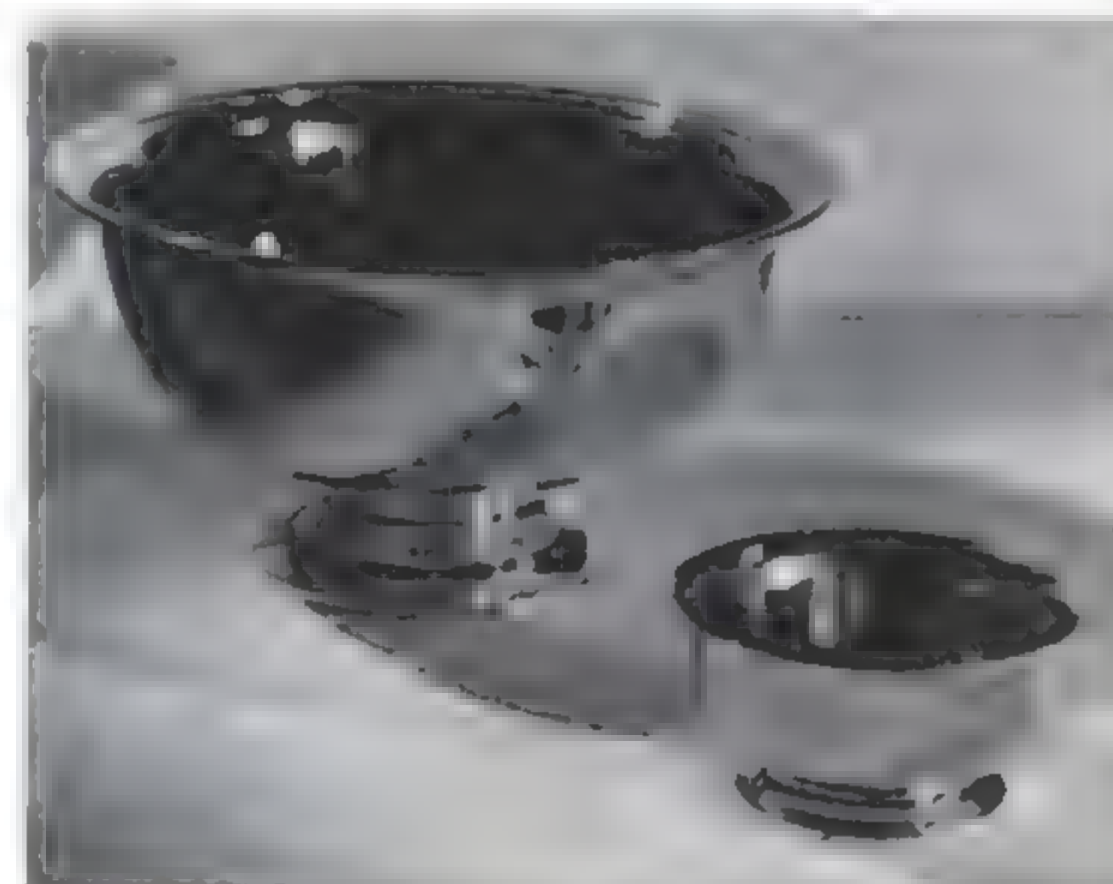
(Continued from page 116) The stamp of Mark Cross on the bride's leather things is a prideful counterpart of hall-marked silver. Equally important, from her point of view, is the flair and originality of the new hand-bags. The taffy-coloured double-strap knapsack is of soft peccary-grained leather; about \$30. One step up, in the picture, is a slide-lock box-bag, compact as a dressing-case. About \$40 in crocodile or ostrich; less than \$20 in pigskin.



Vaporous as the mists of dawn, this white chiffon nightgown with jacket to match. Léron, 745 Fifth Avenue, has the set, and will make it to order in any colour, hand-smocked. About \$20 for the jacket; about \$33 for the gown. Quaintly eighteenth-century French is a fitted peignoir of white triple sheer crêpe with rows and rows of Valenciennes lace at neck and wrists, fastened with long narrow velvet ribbons in French-blue. Léron also has a fabulous white linen sheet and pillow-case set, all a froth of Valenciennes-edged pleated ruffles.

Note for brides and for country-house hostesses—or both. Maids' uniforms in light colours, for tea-time and for serving informal dinners, are charming and new. Macy's has them, in the handsome new maids' uniforms department. Colours are sunset-rose, aquamarine, copper, and sky-blue. A little over \$6 in cotton broadcloth; less than \$4 in cotton taffeta. Incidentally, some smart hostesses are dressing their maids entirely in black, when they assist the butler in serving. Black uniforms with black taffeta aprons, collars, and cuffs. You'll find these at Macy's, too.

Watch for signs of a gold-rush in table decoration, this spring. There are gold bowls for fruit or flowers, gold after-dinner coffee sets, gold finger-bowls. (18-carat gold wash on a gold metal base, to be exact.) Alice H. Marks, 19 East Fifty-Second Street, has a collection



from which you can pick wedding gifts with the greatest of pleasure and ease. The large bowl is about \$15; the finger-bowl size, about \$3 each. One of the latest excitements at this shop is a Victorian cruet-stand converted into the most entrancing flower holder ever seen—the flowers alight against the soft, dark brown wood. Reproductions about \$16.50. (Continued on page 126)





The personification of "figure rhythm", Gower and Jeanne, grace has won them fame and the coveted Veloz and Yolanda cup for the most brilliant exposition of the modern dance.

YOUTHFUL

# Figure Rhythm

FOR MODERN LIVING

HERE is youthful figure rhythm together with real warm weather comfort . . . "Foundettes" by Munsingwear of exquisite Lace Lastex. Like all "Foundettes" (two-way stretch foundation garments), these are made of extra-resilient Lastex that slims and restrains yet allows figure freedom.

"Foundettes" by Munsingwear come in many different weights and styles. Ask to see them at a quality store near you. Experience the youthful freedom they give! Girdles from \$1 to \$7.50; pantie-girdles from \$1 to \$3.50; full length foundations from \$2 to \$10.

MUNSINGWEAR, MINNEAPOLIS

"Foundettes"  
BY MUNSING  
Wear

Like all "Foundettes" the new full length foundation (above) belittles hips and fosters youthful figure rhythm. Cool dainty Lace Lastex for hot weather comfort. Right: a "Foundette" pantie-girdle of the new figured open-weave Lace Lastex.







There's a FLEXEES for every costume...and every costume is lovelier with a FLEXEES! The diagonal discipline of our Improved Twin and Super Control molds you and holds you in lines of natural loveliness. Wear a FLEXEES, and instantly acquire a new grace...the poise, the fluid lines of youth. Twin Control is perfect if you're average...if your proportions are statuesque, we created Super Control especially for you. Ask for it at your favorite store. \$5 to \$25. FLEXEES, New York City.

THE WORLD'S LOVELIEST FOUNDATIONS

## SHOP-HOUND CUTS THE CAKE



(Continued from page 124) Bournefield, 660 Fifth Avenue, has new lingerie sets in combinations of satin, chiffon, and lace, as melting as pink clouds. Many brides also like to order Bournefield's tailored satin sets. The newest version has a lace-motif monogram (sketched). About \$12.50 for the gown; about \$16.50 for set of panties and slip. Of either satin or crêpe.

The French Bootery, 22 East Fifty-Seventh Street, must have been planned for brides. The modern, very feminine salon is all salmon-pink and white. Shoes, for the most part, are for the light of foot and light of heart. As you know, they're designed especially for the short vamp and the high arch. "Mercury," sketched, is in tintable satin with a winged motif, beautifully designed; about \$16.75.



In hunting the distinguished and unusual in wedding gifts, don't overlook the antique shops. You may find a pair of Georgian silver candlesticks, complete with snuffers, for about \$75—and old English tea-pots for the same price. A pair of hand-made silver berry serving-spoons, dated 1761, costs about \$20. Look for all these at Barnett and Svec, Inc., 559 Madison Avenue.



Kargère, 535 Madison Avenue, is constantly receiving new shipments of hand-made lingerie from France. There is a delicate gaiety about the recent imports that is captivating. Fine tracery, hand-scalloped in royal-blue around the neck-line, gives a fresh new look to simple pink crêpe gowns; about \$18.50. There are gown-and-jacket sets with vivid flower prints lightly scattered on a white crêpe ground—simple, except for hand-fagoting, utterly refreshing, and less than \$30 for the set. In line with the trend towards pale blue in decoration is a collection of crêpe nightgowns in French-blue; from about \$13.50. These are French gowns with fine, unobtrusive hand-work. It's the colour that makes them irresistible. The hand-made bed-jacket, sketched, is a fluff of fine French crêpe and chiffon ruffles, edged with real Valenciennes lace; about \$14.50.

Very self-possessed (and extremely well-behaved) are this syrup jug and jam jar. They are among the latest innovations of the Chase Brass and Copper Company. In clear melon-ribbed glass and polished chromium. Each set costs about \$2.50, at Lewis and Conger—and is the perfect small gift.



RAWLINGS





## *The New Royal Make-up*

Again Elizabeth Arden leads the movement! For, no sooner had the new colors begun to blossom out in the great ateliers of Paris, London and New York than Elizabeth Arden set to work to devise the perfect make-up to go with them...including the new "Royal Make-Up" inspired by the Coronation and the "English Complexion Make-Up"...all packed into a range of small beautifully designed boxes. With Elizabeth Arden Color Harmony boxes you will be lovely in every color...but beneath the make-up you must have a flawless skin. Keep it fresh and young by faithfully using these essential preparations for:

CLEANSING... Ardena Cleansing Cream, \$1.00 to \$6.00

TONING . . . . . Ardena Skin Tonic, 85c to \$15.00

SOOTHING... Ardena Velva Cream, \$1 to \$6; Orange Skin Cream, \$1 to \$8

NEW COMPLEXION...Poudre d'Illusion and Cameo Powder, \$1.75 to \$3.00

ROYAL MAKE-UP BOX, \$8.50

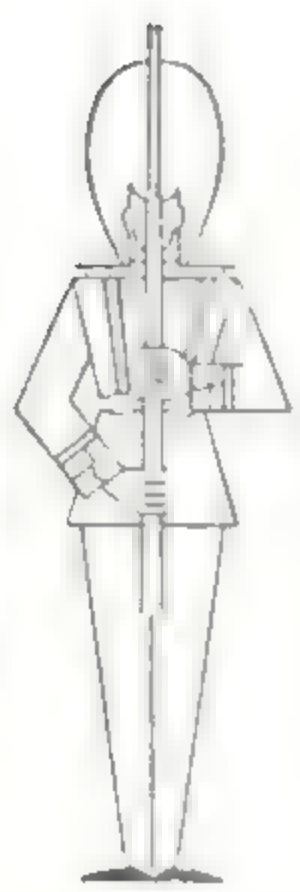
# *Elizabeth Arden*

© 1937 EA

691 FIFTH AVENUE • NEW YORK CITY



# BRITISH WALKERS



British Walkers are designed and built for town, country and sportswear. Distinctively fashioned in the British manner. These trim snugly fitting shoes are a fashion-first necessity to the shoe wardrobe of America's smartly dressed women. *At the better stores from \$10.50*



These and other stores are showing British Walkers

New York, N. Y. Franklin Simon's  
Chicago, Illinois Marshall Field & Co.  
Philadelphia, Pa. Strawbridge & Clothier  
Detroit, Michigan The J. L. Hudson Co.  
Los Angeles, Calif. Gude's  
Cleveland, Ohio The Halle Bros. Co.  
St. Louis, Mo. Stix, Baer & Fuller  
Baltimore, Md. Hochschild, Kohn & Co.  
Dallas, Texas Volk Bros. Co.

Boston, Mass. Wm. Filene's Sons Co.  
San Francisco, Calif. Sommer & Kaufmann  
Buffalo, N. Y. Wm. Hangerer Co.  
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San Antonio, Texas The Guarantee Shoe Co.  
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REG. — MADE IN U. S. A.

Minneapolis, Minn. Napiers  
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Kansas City, Mo. Harzfeld's, Inc.  
Seattle, Wash. Frederick & Nelson  
Louisville, Ky. Stewart Dry Goods Co.  
Houston, Texas Krupp & Tuffly, Inc.  
Denver, Colorado Neusteter's

## IN A CIVILIZED WAY

BY MARGARET SHERIDAN

MY home is in an African oasis, and it was there that I became engaged to a French officer. As we planned to live our lives in Africa, the reasonable thing seemed to us to be married on the spot. The local "White Father" agreed to unite us, and we were to have a camel escort. When I communicated my intentions to my mother, in Paris, I was ordered home immediately, to be married "in a civilized way." Seeing that I was obdurate, wedding presents were tantalizingly held out as a bribe. Reluctantly I gave in. From that moment, all that had seemed so simple, to us in the Sahara, began to appear very unsimple indeed.

First of all, London and Paris vied with each other in raining pamphlets and circulars about my head—this as a result of newspaper publicity about "a desert romance."

An emphatic young woman with a shop in Bond Street insisted that she "really did make lovely undies," and wanted to quote prices for my trousseau. Some one else was anxious to show me house-linen, "face-towels, with little guest to match, white or coloured." It sounded ambiguous. My sailor uncle said things about it that can not be repeated. On inquiry, the "little guest" turned out to be a bath-towel, and the mankind of the family lost interest.

An anonymous well-wisher sent a printed card entitled "Happiness," which urged me "to remember always that the Peace of God is the greatest possession of all" and that the Bishop of Durham had said that "the resurrection of Christ was one of the best-attested facts in history."

By the same post, an impressive brochure printed on silver paper warned my mother: "Your daughter's wedding will be judged by the champagne you serve." A very solemn thought, indeed!

From a large hotel somewhere in the South of France came a printed letter:

"Madam,

*It is almost certain that, during the pleasant evenings you have spent with your fiancé, you have already talked about your honeymoon trip . . . and naturally, on these rainy and cold days, you have both thought how lovely it would be to go down south, somewhere on the Riviera . . .*

My mind flashed back to the stifling African June, when, after three days of sirocco, the temperature at midnight was still where it had been at midday. We had talked longingly, then, of Archangel!

Meanwhile, of course, the French wedding caterers had not been idle. But whereas the English had been principally concerned with underclothes and house-linen, the French thought mainly of food. Prospective menus for the wedding breakfast arrived daily. The most succulent foods were set forth with names suitable to the occasion.

A jeweller wrote explaining that his wedding-rings were guaranteed virgin gold (to spare one the horror of thinking that they might have once belonged to some one else). "They are the only rings that can bring you real happiness . . . that are worthy of you! . . ."

An important daily newspaper sent a blank form of inquisition length, demanding who was going to carry the bride's train? What colour were the bridesmaids' dresses? Of what flowers would the bridal bouquet be composed? The same questions, in fact, that had been put to me by my Arab women friends before I left my oasis.

The importance of a suitable conveyance to the church was stressed in a booklet on motors for hire, and this also had preoccupied my Arab friends:

"Will you go to him in a carriage or on mule back?" I had assured them I would be taken (Continued on page 127)



## Die Meistersinger



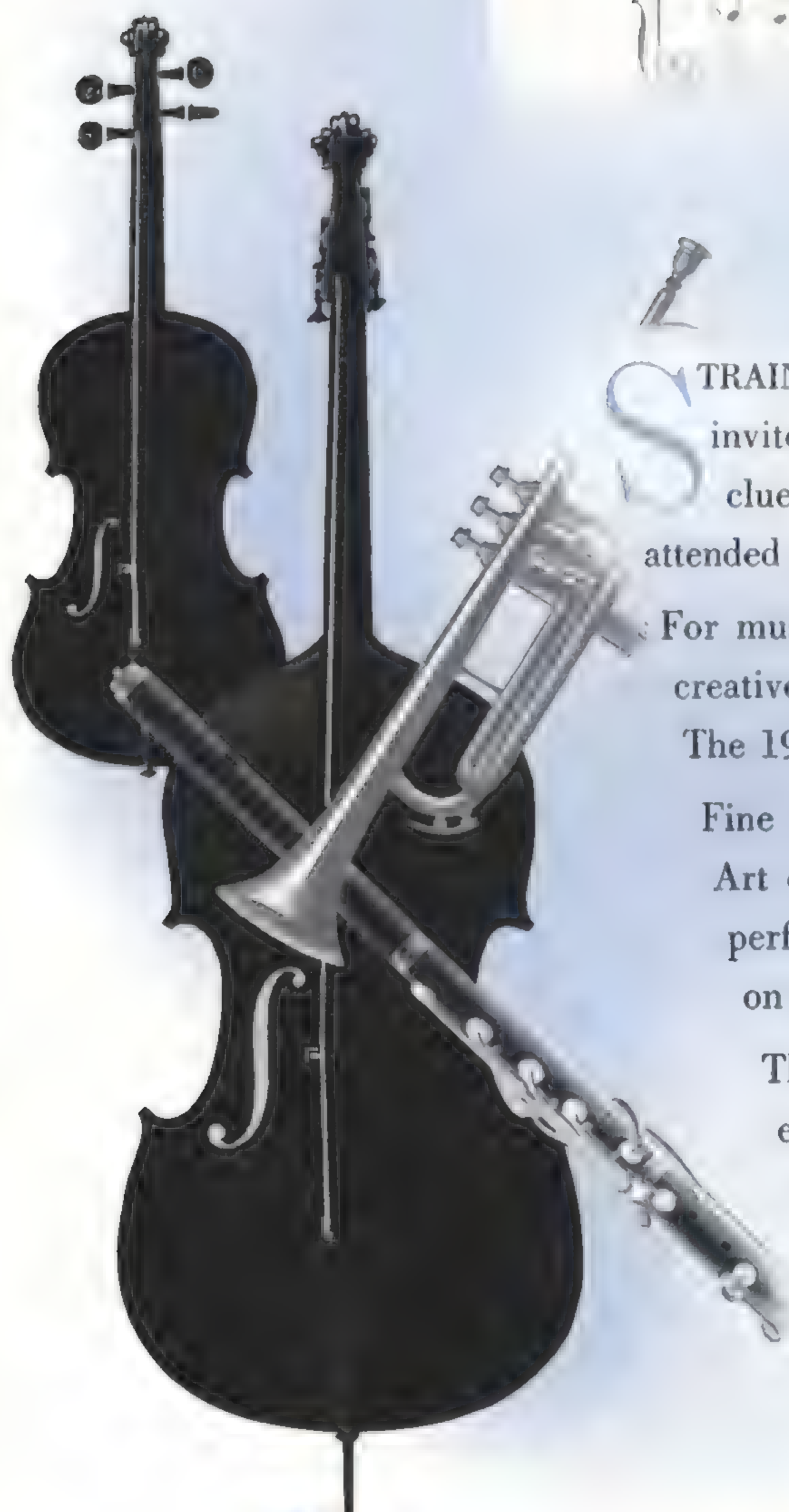
BREMEN EUROPA  
COLUMBUS  
NEW YORK HAMBURG  
HANSA DEUTSCHLAND  
ST. LOUIS  
BERLIN

**S** TRAINS of violins drifting to you on promenade or in the lounge, invite to a concert. Or a quickening rhythm in the air gives the clue to dancing *somewhere* on ship. And there are stirring brasses attended by dulcet woodwinds.

For music is our forte, and a mighty tradition with us. In the great creative period of Richard Wagner, 1847-57, our LINES were founded. The 1937 Anniversary Celebrations on our ships echo this inspiration.

Fine music, yes, and with those other qualities that together total the Art of Fine Living: . . . surroundings of the highest decorative art, perfection in service, delicious food, pleasant people and security resting on the Science of Navigation.

Thus, with luxury of speed on the BREMEN or EUROPA, or by the expresses NEW YORK, DEUTSCHLAND, HAMBURG, HANSA or the COLUMBUS, or with leisure transmuted to economy on the ST. LOUIS or the BERLIN . . . . . to the great music festivals of Europe: at Heidelberg, May 29-June 6; Linz, July 16-20; Zoppot, July 18-Aug. 1; BAYREUTH, July 22-Aug. 20; Salzburg, July 24-Aug. 31; 75th Anniversary. Deutscher Saengerbund, at Breslau, July 28-Aug. 1.



90 YEARS



SERVICE ON THE SEAS

Hamburg-American Line

North German Lloyd

80 YEARS



SERVICE ON THE SEAS



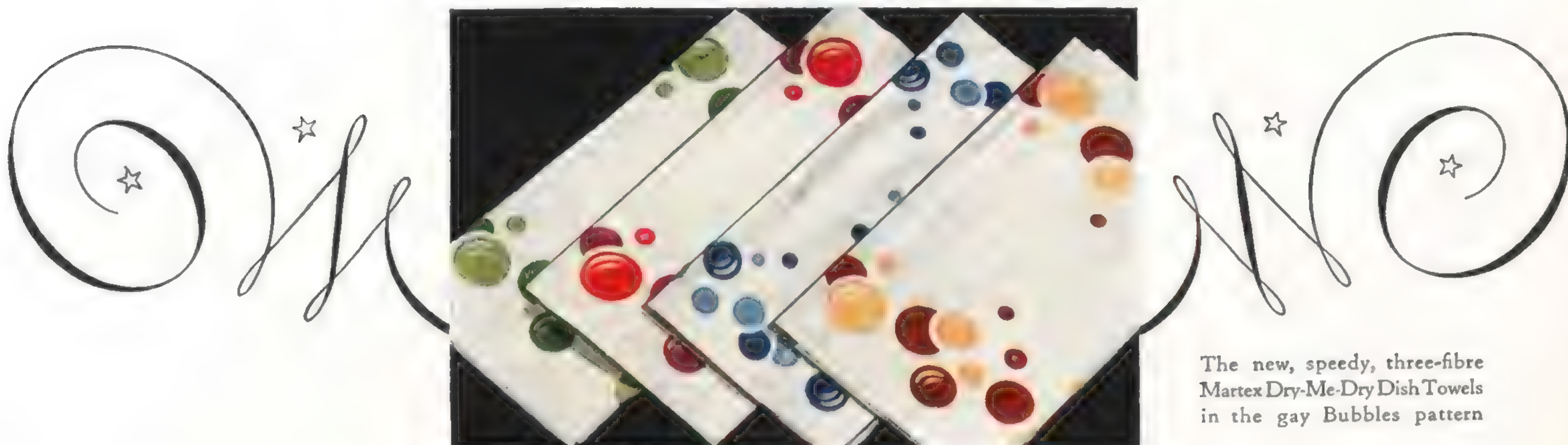


Left to right: Triumph, Sprig and Albania

Monograms courtesy of Mosse, Inc., New York City

# A real treasure for your hope chest... *Martex* bath towels

Martex are the finest bath towels that can be made. For 40 years Martex Bath Towels have been famous for quality. Their plied yarn underweave ensures long life so that their cost per year is less. Remember—every pattern or design comes in matching colors and may be had in complete sets of extra large bath towels, regular size bath towels, guest towels, wash cloths and bath mats. Your favorite store has them and will monogram them at little extra cost. Wellington Sears Company, 65 Worth Street, New York, N. Y.



The new, speedy, three-fibre Martex Dry-Me-Dry Dish Towels in the gay Bubbles pattern



## IN A CIVILIZED WAY

(Continued from page 126b) in a car. They were accordingly impressed. Only the brides of great chiefs are transported by motor-car.

They, of course, hoped my dress would be of crimson brocade and gold. I dared not initiate them into the civilized custom of wedding veils, which serve no purpose for hiding the face and which they would associate with the mosquito net!

The newspaper questionnaire, filled up in Arabic, would have been perfect for harem consumption. So far, however, the palaver had been of a social nature; it was shortly to assume official character. The complication for a French officer, of marrying a foreign wife in a foreign country, obliged us to abandon the idea of being married in London. Paris, we were assured, would be simpler! My fiancé had to make his official application to the Minister of War for permission to marry a foreigner. Early one morning, I received a visit from a police officer. He came to find out, first of all, whether my moral character was worthy of the French Army. Secondly, of what my dowry consisted, and thirdly, if I had ever been to prison!

AND STILL IT GOES ON

The civil authorities demanded a certificate of good conduct from the British Consul in Paris. Three birth certificates had to be produced: one for the Ministry of War; the second, viséed by the French Consul in London and also by the French Foreign Office in Paris; the third to satisfy the Church.

A certificate on official stamped paper from the Mayor of my home town had to certify that I was known, and had a moral character. A certificate from my concierge, countersigned by the police, guaranteed that I really did live at the address given. Having produced these documents, I was told that the English ones had to be translated, "by a sworn interpreter" who lived at the other end of Paris. That took several weeks!

At last, with the papers in order, I went triumphantly to the *Mairie*. The documents must be stamped by an official, installed on the other side of the square. We returned to the *Mairie* feeling very near the goal.

This, we found, was a lost illusion! The banns would have to be published in the *last* domicile of my fiancé. I said that letters took a month to get there, and pointed out the futility of pinning up banns in the market-place of a Central African village, where there was only one white man.

I said I intended getting married in a week, not in three months! The official remained unmoved. It was The Law, he said, and he could do nothing about it. We were advised to address our appeal to the *Procureur de la République*.

The *Procureur* turned out to be a charming man with a sense of humour. He took pity on us, and rushed things through with the grand manner conferred by high authority.

But we had reckoned without the Church. Being a Protestant, the kindly priest of Saint-Germain-des-Prés said he could not marry us without a special dispensation from the Archbishop. So we went to the Archbishopric as instructed, together with two Catholic witnesses.

The given word requiring written proof, a Latin charter was drawn up, which we, with the witnesses, were compelled to sign. In it, our names were metamorphosed, "Charles Louis Guy" became "Carolus Ludovicus Vadaastus," while I was transformed from plain "Mary Margaret" to "Maria Margherita"! It felt more like taking the veil than a marriage formality!

In the end, we were married "in a civilized way." Not with regimental splendour and arches of swords, or in white with trailing veil, or to the accompaniment of music, but in record time (thirty-five minutes, including Church and State ceremonies) and with about as much emotion as going through the customs. But the kindly priest did bless us, and as the Mayor, beribboned in the tricolour, said to us afterwards: "You see it is quite simple really, when you have the papers in order!"

Yes, WHEN you have!

## UPHOLDING TRADITION



**TOSCA** Eau de Cologne—refreshing, provocative aura of the eternal feminine for the kind of evening that should never end.

**TROIKA** Eau de Cologne—racingly alive and youthful, an immaculate essential to any sports ensemble tastefully selected.

**CLASSIC** Eau de Cologne—essential to the other two as their base, as essential as this stimulating original "4711" Classic Eau de Cologne has traditionally been to the toilet of carefully groomed men and women the world over since 1792.

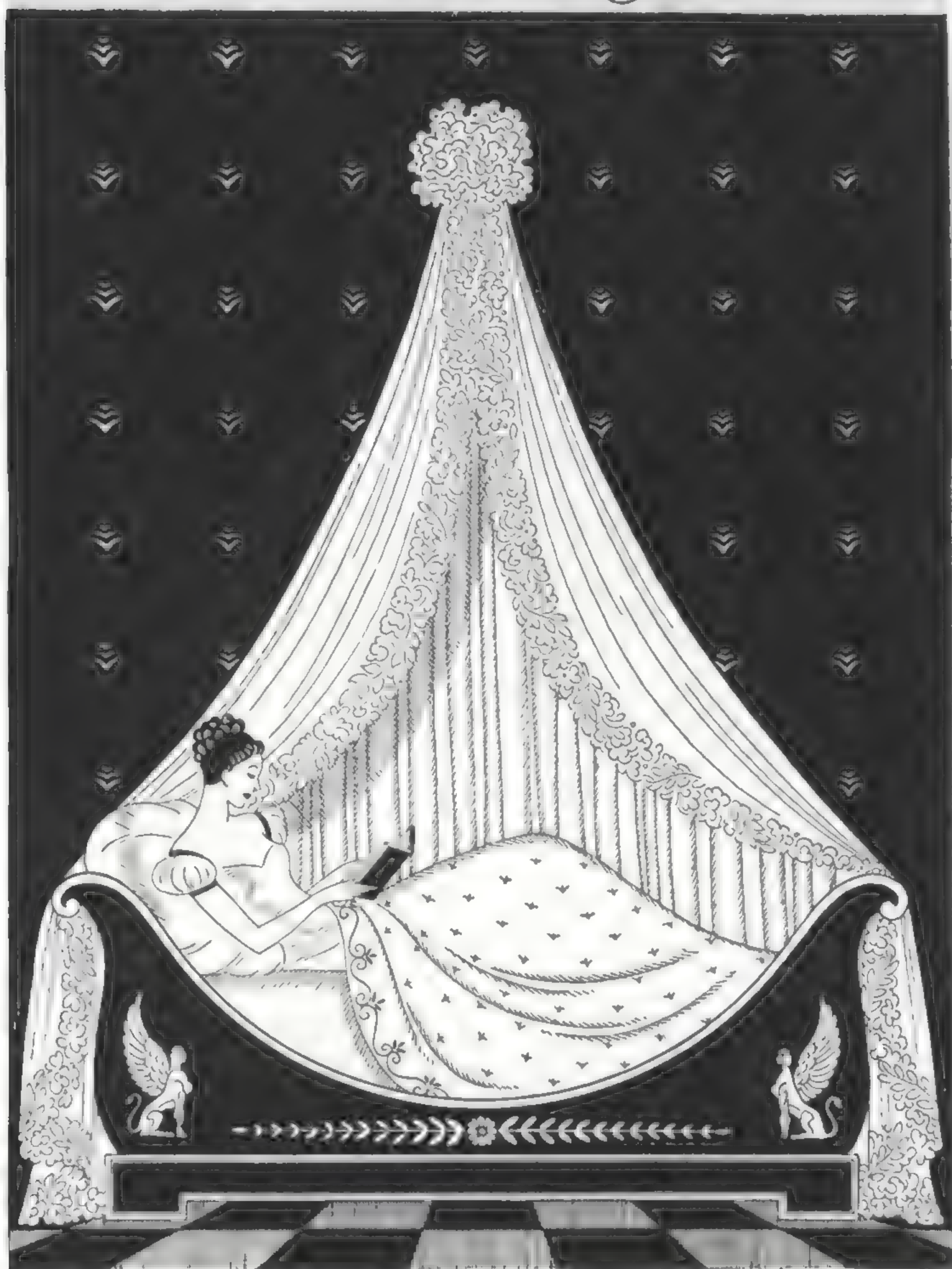
**GERANIUM ROSE** Eau de Cologne—offering pleasant tryst with bygone days, stirring treasured memories of some secluded rose garden fresh with morning dew.



A FULL LINE OF TOILETRIES FROM BATH TO BOUDOIR



# Carlin Comforts



## Bed Adornments FOR SPRING

*Dress your bed in the spirit of gay Spring and Summer, with original creations by Carlin. An almost endless assortment of refreshing new bedroom essentials awaits your selection—light-weight comforters and blankets, delicately designed chaise longue covers, lace pillows of exquisite daintiness. Discover for yourself that these lovely, luxurious accessories are actually not expensive. For example, custom-made Spring and Summer Bedspreads range from \$14.50*

### CARLIN COMFORTS SHOP

At Saks—Fifth Avenue, New York

ALSO EXCLUSIVELY AT THESE SHOPS:

I. Magnin & Co. Shops, Pacific Coast

Joseph Horne Co., Pittsburgh

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The Edw. Malley Co., New Haven

The Wm. H. Block Co., Indianapolis

Neiman-Marcus Co., Dallas

The J. L. Hudson Co., Detroit

Field-Schlick, Inc., St. Paul

Miller & Rhoads, Inc., Richmond

Lane Studios, Montclair, N. J.

Scruggs-Vandervoort-Barney, St. Louis

## THE WEDDING: BY HENRI ROUSSEAU

A biographical sketch of the singular genius who created the painting on page 66 of this issue

By Frank Crowninshield

IN Paris, in the middle 'Eighties, at the entrance to an old house at No. 2 bis rue Perrel, a little white card gleamed, for a year or so, on a panel of the ancient door. The card announced that Henri Rousseau, *artiste-peintre*, was prepared to instruct both adults and children in the arts of music and painting. His classes, the card said, met twice a week, and the price demanded for his courses was eight francs per month.

The curious, arrested by so strange a pronouncement, inquired as to the identity of so modest a teacher, and learned that he was a poor, uncultured, and eccentric being of forty, who had fought as a sergeant in the War of 1870 and had recently resigned a minor position in the custom-house, or *octroi*, at the Pont de la Tournelle. He had, furthermore, given up such minor avocations as a small interest as a newsdealer, the copying of manuscripts for a lawyer, writing rejected plays for the Français, and the practice of playing popular airs on the violin, as a roving musician of the streets. All this he had done in order to practise painting, an art in which he had shown singular aptitude and sensibility.

### THE DOUANIER

Rousseau was born in 1844 of parents wholly without means, taste, or position. During his youth, his father, an ironmonger by trade, sent him to Mexico where he earned a living as a flageolet player in a military band. In the middle 'Eighties, when he embarked on his career as a painter, he began calling himself the Douanier Rousseau (or custom-house official) in order to distinguish himself from Rousseau, the landscape-painter then a good deal in vogue. The Douanier began exhibiting, in the Salon des Indépendents, in 1886 and continued showing there until 1910, when he died in the Necker Hospital in Paris, at the age of sixty-six.

Before Rousseau died, he had gained—despite his lowly birth, the dire poverty in which he lived, the ridicule of his neighbours, and the refusal of picture-dealers to recognize his genius—the esteem and admiration of some of the major intelligences of his time—Guillaume Apollinaire, the poet and critic, Pissarro, Gauguin, Remy de Gourmont, Pierre Loti, Jules Romain, Georges Braque, Jacques Blanche, Marie Laurencin, and two young Americans—Max Weber, the New York painter, and Joseph Brummer, the first dealer ever to show an interest in his work and destiny.

Like Cézanne, Van Gogh, and Seurat, he sold his paintings for little more than the cost of his canvases. On one occasion he traded three paintings for a carpet for his parlour-studio, and offered a photographer six canvases if he consented to photograph them. For many years he remained satisfied if a friend paid him as much as fifty

francs for a picture. In short, his career was a pathetic record of attempts to make two very meagre ends meet.

But during the twenty-seven years that have elapsed since his death, an extraordinary change has taken place in the world's estimation of Rousseau as a painter. Museums, the world over, are vying with one another to obtain his canvases. As a single example, "La Noce," the picture that is reproduced in this issue of Vogue, was offered, during Rousseau's lifetime, for two hundred and fifty francs; whereas the present owner of it, Madame Paul Guillaume in Paris, once refused an offer of just under a million francs for it. Another of his paintings, "The Snake Charmer," was willed to the Louvre by Doucet, the Parisian collector, a bequest at which there was something very like national rejoicing in France.

### COVETED CANVAS

One of his best-known canvases is called "La Bohémienne Endormie." It depicts a dark, almost mulatto woman, nude, but wrapped lightly in a robe of orange and blue. She is in a profound sleep under a luminous moon and the light of a few timid stars. She lies on the sand of a vast and undulating desert: grandeur and serenity are everywhere. But, standing beside her, and ready to devour her, is a marauding lion, majestic, curious, and apparently cowed by some subtle emanation of the woman's spirit. The picture was completed in 1894 and offered to dealers for a few hundred francs.

Later, but still at a moderate figure, "La Bohémienne Endormie" found its way into the collection of John Quinn, the New York lawyer and was seen here in January, 1926, at the posthumous exhibition of Mr. Quinn's pictures. A few years later, the canvas was purchased by a collector in Switzerland, who, only a year ago, refused an offer of \$35,000 for it from the Valentine Gallery in New York.

Rousseau's paintings are now included in the foremost collections of the world. One is hanging in the Metropolitan Museum of Art, while others have been purchased by museums in Chicago, Cleveland, and other American cities. Private collectors like Adolph Lewisohn, who owns the well-known "Repas du Lion," Duncan Phillips, Chester Dale, and Mrs. Charles S. Payson, all own canvases by him in the genre which Rousseau called his "exotic landscapes"—that is to say, jungle scenes that depicted lions roaming in virgin forests, monkeys hanging from fabulous trees, and now and again a nude female figure shown (with some sinister animal of the jungle) against a background of unbelievable trees and flowers. During his lifetime, he created twenty canvases of this jungle type.

Modern critics, in searching for the proper niche in which to place an artist with so primitive a point of view, such apparent (Continued on page 130)






## *Lovely new pattern in sterling inlaid*

"Smart . . . sophisticated . . . exquisite!" These are a few of the comments we heard when *Lovely Lady* made her initial curtsy at a pre-view for silverware stylists. • Be sure to see this lovely new Sterling Inlaid pattern yourself. Your authorized dealer will gladly show you *Lovely Lady* . . . also the six other beautiful designs in Sterling Inlaid. Together, it's generally agreed, they comprise the most illustrious line of silverplate in the world. • A 26-piece Service for Six, \$34.50. Tea spoons, six for \$4.25. It's so easy to buy Sterling Inlaid . . . as most authorized dealers are now offering a convenient Budget Plan. • Ask your dealer to show you the special Service for Eight, open stock price \$72.85, on sale for a limited time only at

\$54.00. • The patterns, left to right: First Lady, Masterpiece, Guest-of-Honor, *Lovely Lady*, Century, Napoleon, Charm.

**IS** Each piece of Holmes & Edwards Inlaid is stamped with quality mark of International Silver Co., Meriden, Conn.



Actual use proves that all silverplate is not alike. Ordinary plate rubs through at the back of the bowl and handle. But not Holmes & Edwards! Because solid blocks of Sterling Silver are inlaid deeply into these two wear points before plating the most used pieces— Not just extra plate . . . but an inlay of sterling silver that guarantees a lifetime of service and beauty.

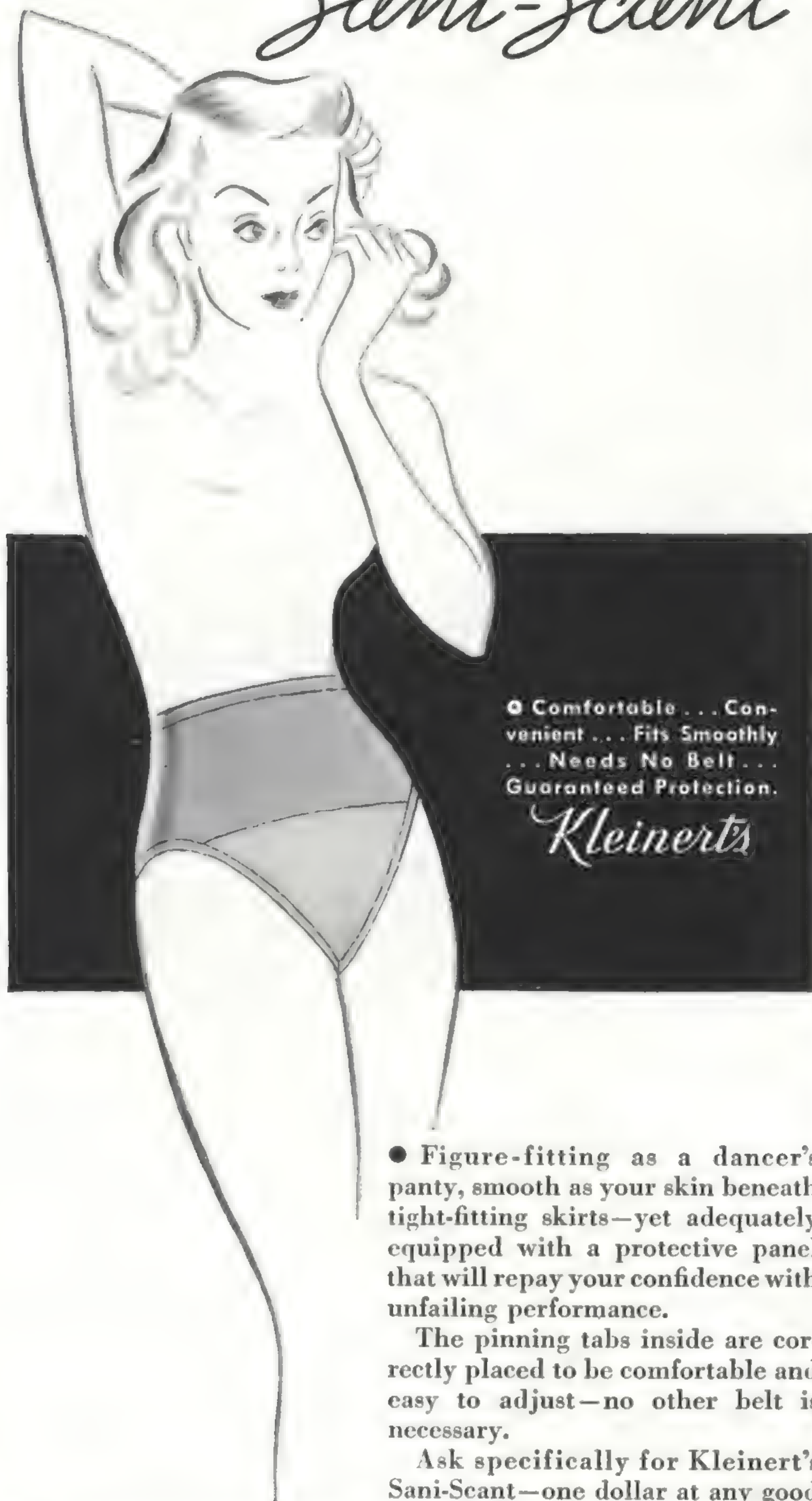
# HOLMES & EDWARDS INLAID\*

*"Something more than plate"*



# Protection...Modern Style with smart\*

## Sani-Scant



• Comfortable... Convenient... Fits Smoothly... Needs No Belt... Guaranteed Protection.

*Kleinert's*

• Figure-fitting as a dancer's panty, smooth as your skin beneath tight-fitting skirts—yet adequately equipped with a protective panel that will repay your confidence with unflinching performance.

The pinning tabs inside are correctly placed to be comfortable and easy to adjust—no other belt is necessary.

Ask specifically for Kleinert's Sani-Scant—one dollar at any good Notion Department. Only in Kleinert's will you find the exclusive Kleinert's features which warrant that assured and comfortable feeling of *guaranteed protection*.



IF YOU PREFER A SEPARATE BELT ask for "Conture"—it's cut an entirely new way to follow the contours of your body in any position. Equally efficient worn high or low. Made of \*NUVO—Kleinert's velvet-textured elastic fabric which clings without cutting or pulling. 50¢ in Notion Departments everywhere.

*Kleinert's*



TORONTO, CANADA... 485 FIFTH AVENUE, NEW YORK, N. Y. ... LONDON, ENGLAND

## THE WEDDING: BY HENRI ROUSSEAU

(Continued from page 128) innocence, and such a sensitive and fragrant spirit, have found the task a difficult one. One of them has satisfied himself by saying that Rousseau is an exotic bird sitting on the small branch that springs, a little deviously perhaps, from Seurat's sturdier branch on The Tree of Modern French Art.

Rousseau was the most simple-minded of men: he painted entirely for his own pleasure, followed no master, and belonged to no school. It is a mistake to think of him, as so many have done, as a naïve artist, for he was far too accomplished a painter to be that. But a *primitive* artist he most certainly was, both in his view-point and in his emotional response to the world around him. He was at all times a man who possessed quick access to his unconscious and who, almost in a trance, achieved results that he could by no means explain.

In a quite astonishing way, he proved himself a master in half a dozen different manners of painting—still lifes, portraits, flower arrangements, landscapes, Parisian street scenes, family groups, and an intriguing menagerie of animals—horses, tigers, dogs, serpents, monkeys, tropical birds, et cetera.

### "THE WEDDING"

The painting that we have reproduced in this issue, while not a precisely typical example of his genius, still fairly reflects his emotional quality as man and artist. The composition, at first seemingly unconsidered, will be seen on examination to set up, in a quite magical way, a curious upward rhythm, superinduced by its aspiring

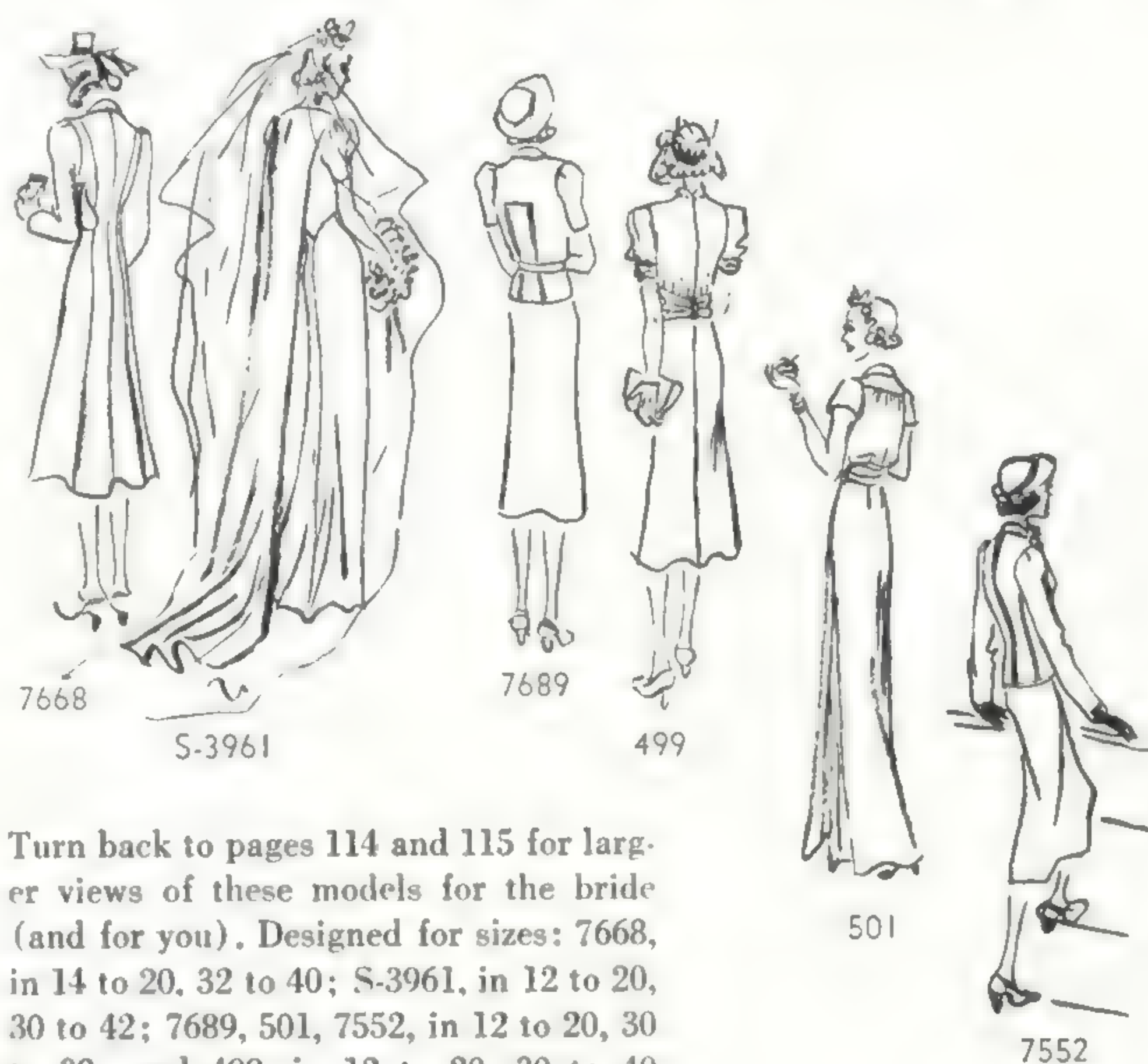
vertical lines, while a pleasing mystery pervades the arch that is formed by the parting of the trees. The picture is a blending of the sacred and profane: the bourgeois in subject-matter; the aristocratic in conception and treatment.

The friendship that Rousseau valued most was that which was extended him by Picasso, who liked to tell how, after an excellent dinner, Rousseau, in a burst of confidence, said to him, "You and I are the two greatest painters in the world; you, in the Egyptian style, and I in the modern."

A portrait of Madame Rousseau, now in Picasso's collection, shows her standing, flanked by two miniature trees and holding a little branch in her right hand. The hands are painted realistically and preserve all the anatomical aspects, contours, and the foreshortenings of hands when viewed in the academic manner. The draftsmanship of the entire figure is of extraordinary beauty, and indicates a profound knowledge of anatomy and form. The picture shows, as much of Rousseau's early work shows, that he could have taken—if he had so wished—his place with the best of the academic masters, and that as a technician he was not only faultless, but inspired.

The success that has been achieved by the paintings of this French primitive is only another indication of the great emphasis that the modern world places on originality in art; a world that has come to prefer "personality" and freshness of view-point to exact representation or a slavish adherence to the work—no matter how great—by masters of a by-gone day.

## DESIGNS FOR DRESSMAKING



Turn back to pages 114 and 115 for larger views of these models for the bride (and for you). Designed for sizes: 7668, in 14 to 20, 32 to 40; S-3961, in 12 to 20, 30 to 42; 7689, 501, 7552, in 12 to 20, 30 to 38; and 499, in 12 to 20, 30 to 40

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# How French Women Manage to Make Up Only Once a Day

*Yet...Stay Perfectly Made Up All Day Long!*



**9 A.M.**

You apply it before your own mirror—and get a perfect and even color!



**5 P.M.**

It's still perfect—just as it was a minute after you applied it! Ends constant making up!

*A Discovery That's The Rage of Paris—And That's Making Women Everywhere Adopt This Natural Colorful Make-Up*

**I**N PARIS women have found a new way in make-up. A cheek rouge that stays just the way you put it on all day long; no matter *what* you do.

You apply it in the morning, under the familiar lights of your own dressing table, where you can see that it's on properly, evenly—and in just the right tone to bring out your best points. And it stays that way all day long. Walk, dance, go in a pool—do anything you like—yet your cheeks are divinely perfect without a further thought!

### *What It Is*

It's an exquisite *cream rouge*, called Angelus Rouge Incarnat, that comes in subtle natural colors to blend with every complexion, eye-color and hair. Colors that bring new allure to blonde, brunette or titian.



*Angelus Rouge Incarnat in the little Red Box and Louis Philippe Angelus Lipstick*

POPPY	PANDORA
SUN ORANGE	LIGHT
FRAMBOISE	MEDIUM

*Try the Newest, Smartest Shade*  
**CORONATION RED**

that gives a subtly sophisticated tone to lips and cheeks. It speaks the language of exciting days and glamorous nights.

Being a *cream rouge*, it blends natural color directly *into* the skin—not merely on the surface. With this new way your make-up is so natural that only an expert with a magnifying glass could detect that you used rouge to give color to your cheeks.

### *The Smart Woman's Choice*

Smart women everywhere are choosing this natural colorful make-up. Try it today. See how it gives your face a new and charming sophistication. How it brings compliments and the assuring satisfaction that you look your best.

You can use it on both your lips and cheeks, and thus gain perfect color harmony in your make-up. Or, if you prefer, you can buy the Louis Philippe Angelus Lipstick in matching colors. At all drug and department stores.





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Many cosmetics claim to *add* to the beauty of your skin! Imperial Formula Preparations are prepared to *create* a beautiful skin! That is the reason for this astounding offer (limited to two weeks) of . . .

# Imperial formula

These beauty formulas, *in the form of prescriptions*, were conceived by eminent European dermatologists—for Russian Royalty. The costly ingredients *treat your skin* therapeutically. They bestow a new, alluring youth.

### Imperial Chest Contains

**DEEP CLEANSER**—Totally different—*actually* cleanses to the bottom-most depths of your pores. (No wax.)

**TONING LOTION**—Normalizes pores and tones skin to a youthful firmness.

**SKIN BALSAM**—Nurses and nourishes neglected skin to a glowing health.

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**FACE POWDER**—Clings forever—in all smart shades—the exquisite finish for perfect loveliness.

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## DESIGNS FOR DRESSMAKING

Pantie and Brassière No. 7514—A lingerie trousseau costs only a trifle if you can sew. Trim this pantie with hand-hemstitching, if you prefer. Designed for sizes 12 to 20; 30 to 38



Nightgown and Jacket No. 6829—Breakfast in bed with this lace-edged cape, ribbon-tied. The nightgown has soft front fullness. Designed for sizes small, medium, and large



Underslip No. 7167—With or without lace, this "Easy-to-Make" slip—camisole-topped—fits so smoothly it will go beneath your slimmest dresses. Designed for sizes 12 to 20; 30 to 46



House-Coat or Nègligé No. 7513—A "must" for spring trousseaux. "Easy-to-Make," of chintz or taffeta. The negligé has a cut-away front. Designed for sizes 12 to 20; 30 to 42



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that you get utmost **VALUE**  
for your travel dollar



**DECK TENNIS** Mrs. P. L. Ferris "shoots" a high one to Coulter Huyler on the Manhattan's sunny sports deck. All the ships have roomy decks and ample facilities for every kind of popular sea-going deck games.



**DINING ROOMS** on the Manhattan and Washington, and on the "Big 3", are scientifically *air-conditioned*. This adds greatly to your enjoyment of the perfectly grand food praised by travelers of all nationalities.



**STATEROOMS** are thoughtfully planned. Triple view mirrors, plenty of closet space and drawers to put things. Beds, not berths, and ample reading lamps. Even light switches and push buttons are conveniently placed.

**SWIMMING POOLS** Miss Frances Ford prepares to join the William Duncans in the "Flamingo Beach" pool on the California. (The Manhattan and Washington have tiled indoor pools, the "Big 3" have two outdoor pools apiece!)



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**S**TEP aboard one of these "U.S." or "Panama Pacific" ships, and you'll be impressed by their *homelike* atmosphere, the result of careful planning, and of more than 60 years' experience in serving—and pleasing—American ocean travelers.

Particularly you will appreciate the thoughtful care given to small details. Service is prompt (Americans don't like to wait). Stewards not only speak your language, but know that you like your toast and coffee *hot*. Dance orchestras are chosen by people who like to dance . . . movies are up-to-the-minute, often pre-release.

And you will find the entire ship's company—from the Captain to the bell boys—sincerely interested in making you feel at home and in helping you to get the greatest enjoyment and benefit from your voyage.

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Largest, fastest, finest American ships on the Atlantic, and two of the most popular vessels afloat. Rates are moderate. *Room with private shower and toilet* for as little as \$181 per person. Other Cabin Class accommodations from \$172. Tourist Cabin rates, \$116 up. Sailings Wednesdays at noon, alternating with the friendly "President Harding" and "President Roosevelt" with Cabin Class rates as low as \$129.

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Frank Lane and Kay Williams, very much at their ease. You'll meet pleasant people on these ships, have lots of fun.



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• Hand fagoted lacing and a row of shoe buttons is chic evidence of the flair of Lampl designers for smart originals. This soft Casual-Classic Kravene, youthfully wearable, unendingly useful is awaiting your inspection at your favorite shop.

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**LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO**

## GIVE YOURSELF THE MAINE CHANCE



After you have sunned on the float at Maine Chance, you can revert to your childhood days and take a whirl on the miniature merry-go-round, which is fun

(Continued from page 91) Even the lake cooperates at Maine Chance by being some of the loveliest water you have ever seen. Little bath-houses on wheels line the edge of the shore. There are separate bungalows for treatments and massage, but your hair is brushed out in the open (page 90). Exercises and the reducing roller go on in the boat-house, and you have lunch there on the porch over the lake, just after the mail arrives.

If you are on a strict reducing diet, you sit at the diet table for dinner, removed from the temptations that exist in the dining-room, where the food is marvellous (though health-making), and the table is a new decorator's dream every night. All of the green stuff is grown on the farm, which produces minute tomatoes that taste like strawberries, tiny carrots, and pearl-topped onions, Chinese pease cooked in their pods, wild strawberries ripened in the sun. When after-dinner coffee (which is Sanka) is served, your cup miraculously matches your dress.

After dinner, you can play bridge or bowl or, occasionally, go to the movies, but you have to be in your room at ten o'clock. When you go there, you find fresh fruit, fresh flowers, and a satin-covered hot-water bottle in your bed. You sleep as you have never slept before, and dream of the miracles of new faces and figures that have passed before your very eyes.

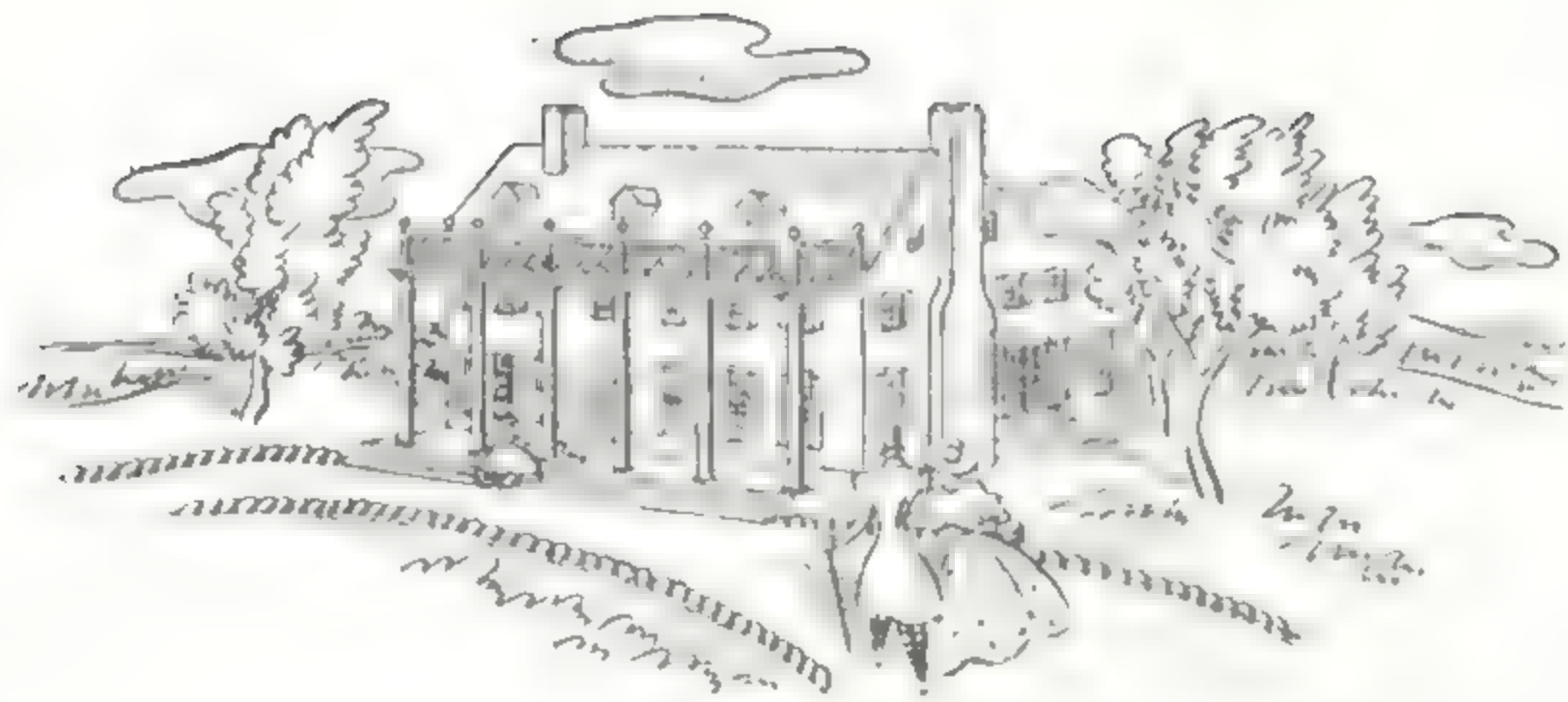
Practical notes: Maine Chance is open from late June through August. You make your booking at the nearest Arden salon. You need only the simplest active sports clothes and summer evening dresses. You needn't take any cosmetics!

NELSON



If you ever reach that state of proficiency—as you may under such expert tutelage—you can ride a surf-board over the beautiful lake behind the speed-boat





*Entertain Graciously with*  
**Colonial Classic**

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Colonial Classic is indeed another Reed & Barton masterpiece in solid silver. Elegant in design and beautifully balanced, it lends fresh charm to a casual cup of tea or the dinner for a distinguished guest. Colonial Classic is certain to be the choice of many brides of this spring and of countless seasons to come.

Imagine it in a setting of candlelight on linen from Sorrento, on hand-cut goblets, amid the scent of Talisman roses, the savor of excellent dishes. Exquisite—and with Colonial Classic most exquisite of all.

Every bride-to-be—in fact, every woman—will want Reed & Barton's invaluable and charming new book, "How to be a Successful Hostess." Abundantly stored with secrets on the art of entertaining delightfully, it includes enticing menus, pictures of smartly modern table settings, as well as a gift-control plan for brides. The convenient coupon brings it to you.

Below are three of Reed & Barton's distinguished company of twenty patterns in solid silver—among which Colonial Classic takes its predestined place. Visit your jeweler's today and hold this lovely new design in your own appreciative fingers.

*Reed & Barton*  
**SILVERSMITHS**  
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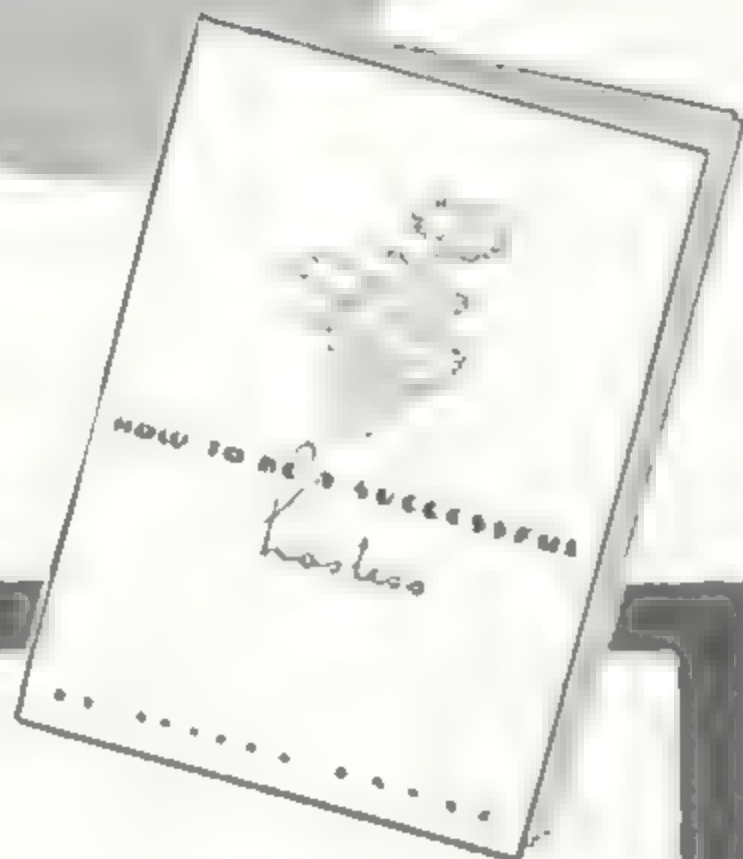
REED & BARTON, Silversmiths  
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Enclosed find 10c in stamps or coin, for which you will send me promptly your interesting new book on more gracious entertaining entitled "How to be a Successful Hostess."

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## WORDS OF LOVE

*Hundreds of  
letters of praise  
and gratitude*

Women seemed to realize, immediately, that Tampax offered a civilized solution to the problem of sanitary protection. In this last year thousands and thousands of women have been using Tampax regularly. Their letters tell us daily of the new freedom, the new comfort, the new daintiness, Tampax has made possible.

Tampax is worn internally. It is an adaptation of the medical tampon used for internal absorption, perfected by a physician for regular monthly use. Belts, pins, pads are eliminated . . . and the discomfort that goes with them.

Small, of highly compressed, highly absorbent surgical cotton, Tampax is easy to use, safe, effective, dainty. The wearer is totally unconscious of its presence. Odor is reduced to the minimum, because Tampax prevents its formation.

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(Continued from page 68) or a watch or something. You see, angel, I think you're a bad little girl, but a dear little girl, and I love you very much. We met, of course, entirely by accident—I suppose to you it was just a matter of business and to me something to amuse myself.

That was how it began, wasn't it? But I think before it ended we both felt different. At least I did. What I'm trying to say is not, of course, that I am in love with you, but that I'm fond of you, and that you're dear to me. And I hope I'm dear to you. I tell you, Lucinka—don't you like the Russian name better than Lucie, or even Lulu?—that I liked you very much, and even loved you a little. Or should I say, I loved you terribly, but if I did say it you wouldn't believe me. What I mean is that we were *sympathique*, and suited each other, and had fun.

I don't know when I'll be back in Marseilles, but when I come I hope to see you because, you see, I have a nice memory of the night we spent together, and of you, my Lucinka. You were so dear and friendly, and you remember, don't you, what I said when we were talking in the café, that I'd never seen you before in my life, but I felt as if I'd known you long ago? And you laughed so funnily and said two men had told you that already, but the third time it might be true. Was it true, *ma petite Lucie*, or was it nonsense? Anyway, it was true to me, and in my life that had never happened so suddenly before.

There was a Greek writer once, who has been dead two thousand years, who said human souls were once half-man, half-woman, and suited each other, and were always happy. But the gods got jealous, and cut the poor souls in half, and they might meet each other afterwards, or might not. If they did, they were happy, and if they didn't, they were always looking for the other half of them and were always sad. I daresay it's a silly story, but it may be true of us, mayn't it? Because we were happy together, I know that and so do you, which is why I want to see you again, darling, and I hope you won't forget me, and that you'll take care of yourself and remember me.

If I can come to Marseilles in the next month or two, I'll send you a cable beforehand. It might be nice to go to Nice together, or Monte Carlo, and perhaps you could win a million francs at roulette. Good-bye, my little friend, and all my love. Yours,

*To My Wife and the Mother of My Children*

Mary, dearest, I was terribly sorry to hear that Bobby had been ill, but can't you understand that you shouldn't allow him out at night without warm underclothes? I know that your American system of heating houses is the best in the world, but it's a trifle overdone sometimes, isn't it? Children go out of an overheated atmosphere into the cold night-air, and, of course, catch cold. If he were older, it wouldn't matter so much, but you must realize that kids of ten haven't any sense, and leave their necks uncovered and catch grippe.

Thank Molly for the drawing. It

looked to me more like a squirrel than a rabbit, but, if Molly says it was a rabbit, I suppose she knows. And tell her the photograph was charming, and all my friends think I'm so lucky to have a daughter like that.

Oh, my dear, I miss you and the kids so much. I know this is no place for American kids, and no schools for them, and damn uncomfortable, but it isn't so bad as all that, and there are millions of Russian children who live here healthy and happy. I don't see why Bobby and Molly couldn't make it. Straight in front of me as I'm writing now there's a whole raft of kids playing in my courtyard. They're sliding on skis and sleds and on their little fat bottoms down a heap of snow which has been brought in here from the streets. And having a marvellous time, and look as happy and healthy as any American children. So why not?

And don't I miss you, sweetheart? And don't you ever think that I am a man like other men, and that it's not easy to live alone? I've tried to be faithful to you because we made that promise, but it isn't always easy. Women perhaps are different, and anyway you have the kids to play with and look after and you're interested in them, but for me it's terrible, and some of these Russians are too attractive for my self-control. And I miss you so much, don't you know that? When a girl misses a man, I suppose she just feels sad about it, and goes on missing him. But when a man misses a girl, he wants another girl and is liable to go and get one.

What I'm trying to tell you is that I think you ought to come back to Moscow, and come back quick. If you don't want to bring the kids, can't you park them with your mother, although God knows I want to see them, and Bobby should learn to skate, so can't you bring them, dearest, because I want them and I want you? You see, you stupid horrid girl, I love you more than any one, and love the children, too, and want you all so much.

But I'm tired of living alone, I mean that I'm alone, I've got no gay and funny children to amuse me. I'm alone, and that's not happy any more. Before I married you, or before the kids were born, I could get along all right, but now I miss you, and miss them.

You *must* come, Mary dearest, because I'm tired of being alone. And bring Bobby and Molly with you. Tell them I want to see them, and they can learn to skate and ski and slide on sleds down snow hills in our yard. You *must* come, I tell you, if you love me, because I need you dreadfully. Don't you understand, Mary, what men are like? I've loved other girls before you, I've told you that, but I love you best of all, and love Molly and Bobby. Men are like that—they run hither and yon and go a-whoring after strange inventions, as the Bible says, until at last, if they're as lucky as I am, they find some one like you whom they love most deeply, and have swell children like ours, and love them, too. But Connecticut is a damn long way from Moscow, and I'm lonely here without you. I want you, Mary dearest, and I want the babies, so come soon, my darling, and come soon and soon. Yours,

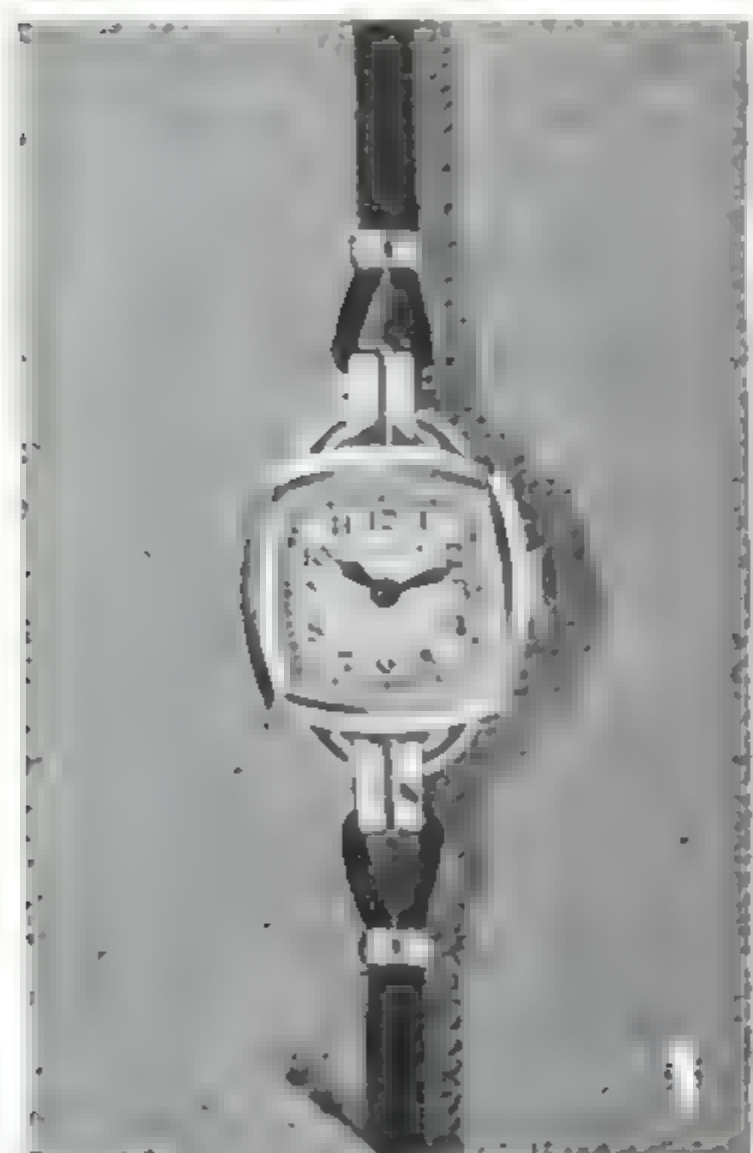


# Beautiful ... AND FOREVER FAITHFUL

(Watch on wrist) SELENA. 17 jewels. 10% iridium platinum case with 26 diamonds. Priced at \$200.

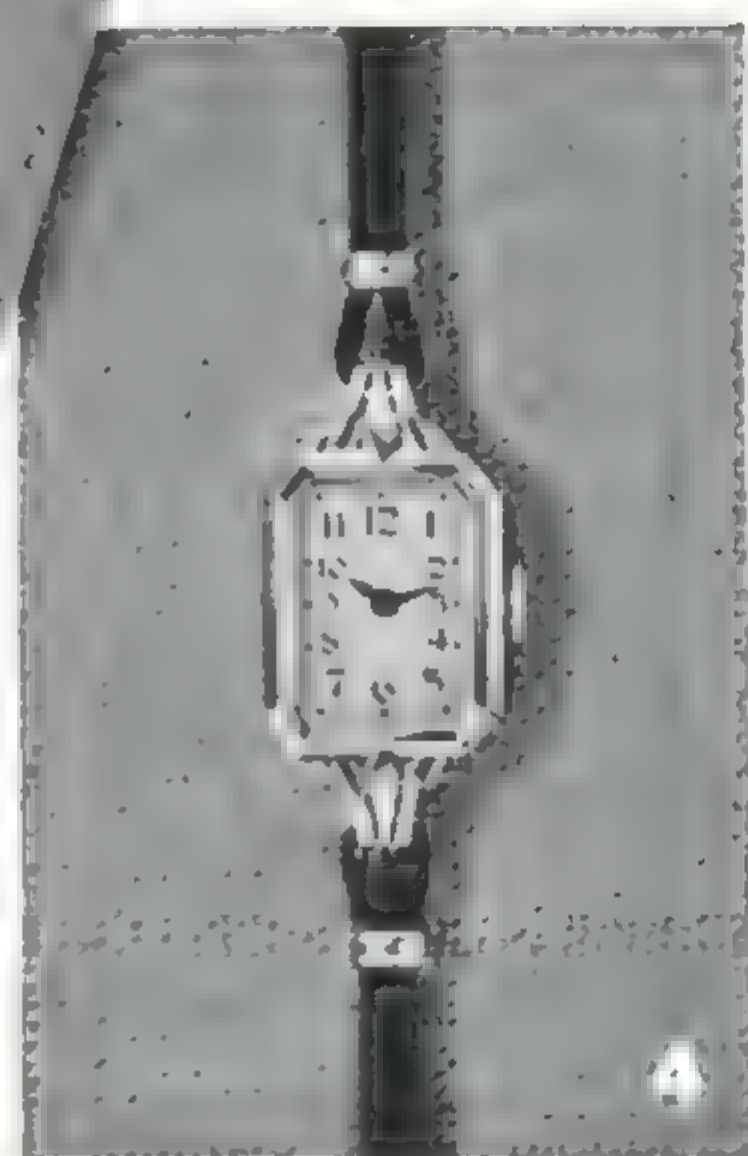
1. SONYA. 17 jewels. 14K solid gold, in either white or natural yellow. With solid gold fittings, \$60. With gold filled fittings, it is \$55.

2. MURIEL. 17 jewels. 10K gold filled, in either white or natural yellow. With gold filled bracelet (shown), \$42.50. With silk cord, \$40.



3. MYRNA. 17 jewels. 14K gold filled, white or natural yellow. With 14K gold filled chain bracelet, \$52.50. With silk cord, at \$47.50.

4. LOIS. 17 jewels. 14K solid gold, either white or natural yellow. With solid gold fittings, \$60. With gold filled fittings, this watch is \$55.00. Hamilton Watches, \$37.50 to \$1500.



Merely to see these graceful new Hamiltons is to admire their exquisite beauty. But beneath their lovely dials is another beauty—the beauty of the accurate, dependable Hamilton movement. No Hamilton is cased in less than platinum, solid gold, or gold filled; no Hamilton movement contains fewer than 17 fine jewels. That is why a Hamilton is truly “beautiful . . . and forever faithful.” Ask any leading jeweler which watch he recommends. Hamilton Watch Company, 848 Columbia Ave., Lancaster, Penna.



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*Tango*  
FLEXIBLE INSTEP  
*Pump*



You'll find both smartness and comfort when you buy your first pair of Tango Pumps. You'll want them as soon as you see the tiny gored instep feature that expands and contracts with every step, and you'll absolutely revel in their luxurious comfort the moment you slip them on. Tango Pumps are perfectly styled for walking, dining or dancing—and you can wear them any time of day or all day long with the assurance of true foot comfort at all times.

Tangos are always smart in Black Patent Leather.

At all leading Shoe and Department Stores.

**BRAUER BROS. SHOE CO. St. Louis, Mo.**

## SOMEBODY'S MOTHER

(Continued from page 95) was a dramatic sketch, in a way, but it is chiefly remembered as one of the most sensational dancing scenes ever produced in a revue—"Moanin' Low." To get the detail for Clifton's costume in that scene, he and Mabelle went up to Harlem on Easter Sunday and watched the Harlem beaux coming out of a church on Lenox Avenue; and early next morning, while Clifton hurried off to order a patent-leather wig, Mabelle started out on a tireless shopping tour in unfamiliar neighbourhoods to find the green shirts, the orange ties, and the tight trousers.

Mabelle and Clifton live, and give uproarious parties, in an apartment on Park Avenue in winter and in a house on Long Island in summer. They are a curiously contrasted pair: Clifton slender, fashionable, and exquisite; Mabelle homely, kind, and occasionally a touch rowdy. For a couple of years now, Clifton has been urging his mother to stop wearing a hat that she bought in the Austrian Tyrol some five or six years ago.

"For God's sake, Mabel, will you get a new hat?" has been his cry.

"Why, this is a wonderful hat," his mother replies peacefully, getting it out of the closet. "Look, you can sit on it, stamp on it, squeeze it up into a ball...." Here she sits on it, stamps on it, squeezes it up into a ball, straightens it out and puts it on proudly.

"When I met Clark Gable," she reminds Clifton, "the first thing he said to me was, 'Mabel, I am nuts about your hat.' And what's good enough for Clark Gable is good enough, I guess, for you and me."

### HELEN HAYES' MOTHER

Helen Hayes' mother, Catherine Hayes Brown, is another woman whose early theatrical ambitions have been fulfilled in her child. Unlike Mabelle Webb, Catherine Hayes got as far as a week's performance as the feminine lead in "Damon and Pythias" in her home town, Washington, D. C., before she succumbed to the stage-fright that had never left her and abandoned the theatre to marry Mr. Brown, who was doing well in the wholesale and retail butcher business. But she never forgot that the stage was in her blood (another Catherine Hayes, who was once known in musical circles as the Erin Swan, was her own great-aunt), and when little Helen Hayes Brown was six, Mrs. Brown was already rehearsing her in her first public appearance.

Day after day, Mr. Brown came home to find his wife elegantly crossing the floor of one room or another in the then-celebrated Gibson Girl walk, with Helen tagging along behind and imitating it. This was in preparation for a show Helen's dancing-class was putting on, in which the more talented pupils were asked to do fancy dances or to give imitations. Mrs. Brown rushed around in a fury, buying false curls, lengths of materials for a dress, and a frame for an outrageous hat, and Helen's imitation of Annabelle Whitford, the Ziegfeld Gibson Girl of the period, was the hit of the show.

It happened that Lew Fields, a child-lover who luckily was playing in

Washington at the time, was in the audience that day. He sent a note to the dancing-school teacher, after the performance, saying that if Helen Hayes Brown's mother should ever consider a stage career for her daughter, he would like to see her about it. Mrs. Brown was grateful for the note when she heard about it, but not much impressed, because Lew Fields was in musical comedy and what she wanted for Helen was something heady in the way of dramatic, or even tragic, acting. Straight drama, at the time, was accomplished by a good deal of scenery-chewing and eyebrow-acting, and Mrs. Brown still admits that she was sincerely awed by it and hoped that her daughter might, some day, win a name for herself in this somewhat muscular art.

After her hit as the Gibson Girl, Helen got parts in Washington stock companies in "The Prince Chap" and other plays, and, by the time she was seven, Mrs. Brown had talked her husband into advancing thirty-five dollars a week for living expenses for herself and Helen in New York. There was more opportunity there, she explained, and Mr. Brown, a little bewildered, agreed to supply the weekly allowance for a limited number of weeks.

His time-limit was up before Mrs. Brown had gotten Helen a job in New York, in spite of her frantic, daily calls on producers, with her daughter clinging to her hand; and, with the last of her cash, Mrs. Brown sadly bought tickets back to Washington on a train leaving the next day. That night, a fellow-boarder at the rooming-house in the West Forties discovered somehow that Lew Fields had once expressed an interest in Helen, and that Helen and her mother had not been to see him in New York. Badgered about this, Mrs. Brown made a slight gesture and said something about musical comedy not being the thing for Helen. "Well, suppose she *has* to start in musical comedy?" said this friend. "You're crazy. Don't you know that Fields has the Shuberts in the palm of his hand? And the Shuberts produce plays."

### THEY CATCH THE TRAIN

Before the train left next day, Mrs. Brown and Helen called on Mr. Fields, expecting nothing. They were both pretty tired and shabby, and they were kept waiting so long that Mrs. Brown began to get nervous about the train. When the door of Lew Fields' private office finally opened and Lotta Faust, the most glamorous beauty of the day, breezed out on the arm of Mr. Fields, Mrs. Brown thought, "Well... what's the use of trying to compete with gorgeous creatures like *that*," and got up to go. Helen followed her.

In the corridor they met Mr. Fields who, having just tenderly placed La Faust in a descending elevator, glanced at them briefly and without recognition. With a last, weary gesture, Mrs. Brown pulled Helen around until she stood about eye-to-eye with his lowest waistcoat button.

"Do you remember this child, Mr. Fields, the one who imitated the Gibson Girl in Washington?" she said rapidly. Mr. Fields stared for a minute, and then, "Do I!" he said. "Come in!" (Continued on page 140)





*Worthy  
of the Years*



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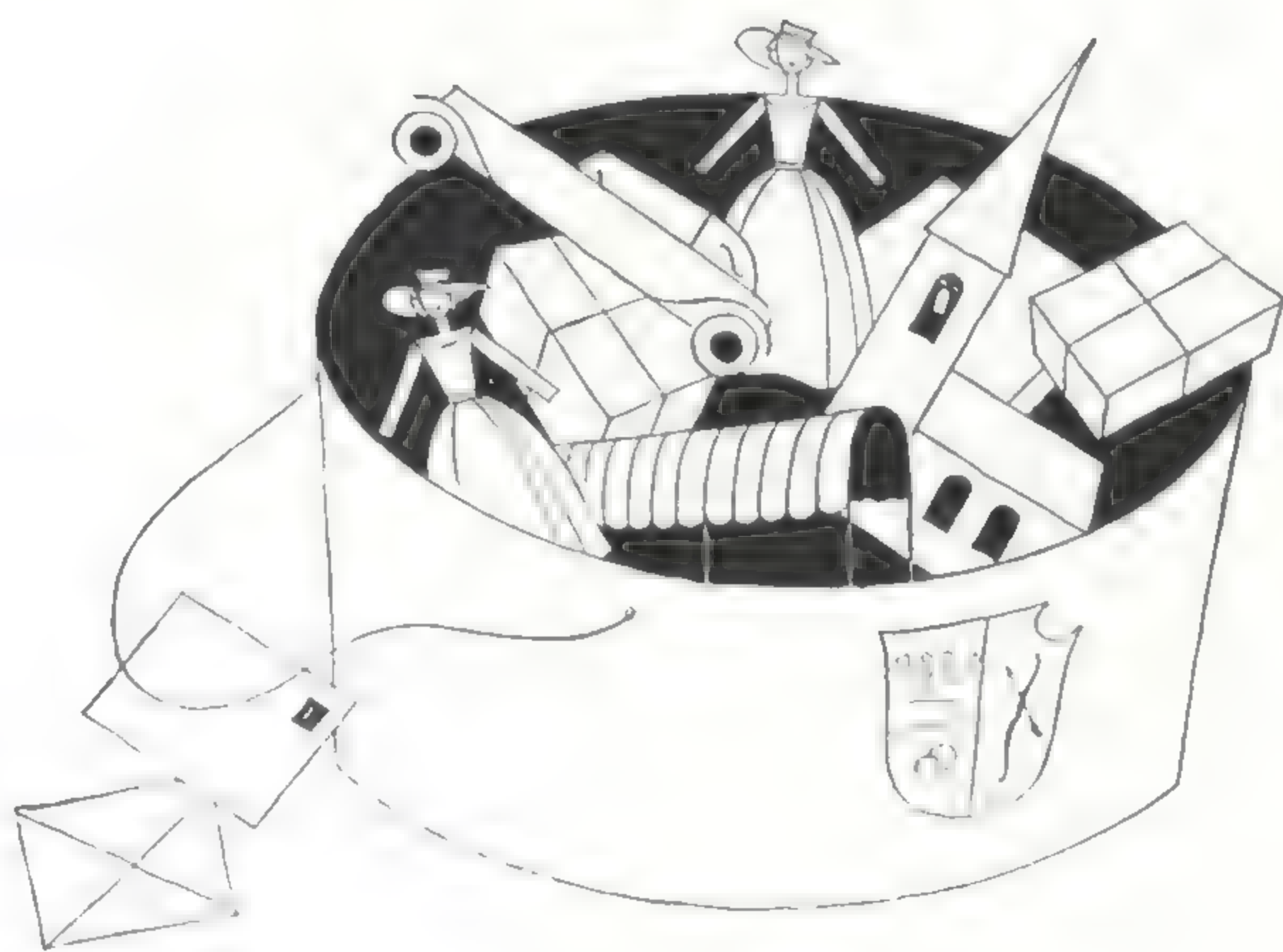
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## SOMEBODY'S MOTHER

(Continued from page 138) Mrs. Brown and Helen caught the train to Washington all right, but it was only for a visit. Helen had a fifty-dollar-a-week contract for Weber and Fields' "Old Dutch," and rehearsals were to start almost immediately.

Helen Hayes (she dropped the Brown on the advice of managers) never saw any of her press-notices until she was seventeen, although she had played in a good many productions by that time. Mrs. Brown was strict, even fierce, about that. One time when Helen, aged fourteen, was appearing with John Drew in "The Prodigal Husband," Mr. Drew called her into his dressing-room the night after the opening to congratulate her on her notices, which had been extravagant. Mrs. Brown, at Helen's heels, shoved her out into the hall, shut the door on her, and explained to Mr. Drew that she didn't want Helen to get an exaggerated idea of herself.

The intelligent reader might assume here that Helen, at fourteen, could have read her own press-notices, but somehow she didn't. She was, by that time, absorbed in acting, and her mother kept from her, as long as she could, the knowledge that dramatic critics even existed. It was not until Helen opened in "Dear Brutus" when she was seventeen that Mrs. Brown admitted that the time had come. The morning after that opening, in which Helen Hayes made her first great success as an actress, her mother handed the newspapers over to her without a word.

Mrs. Brown—who is known as "Brownie" to most of her friends—is uncannily like her daughter in voice, manner, and in a quick gift of laughter that stays in the air for a second after it seems to have gone. On the telephone it is almost impossible to tell them apart. Not long ago, the news was brought to Mrs. Brown that Mary, Queen Mother of England, had sent an autographed photograph and a signed letter to Helen, in appreciation of her performance in "Victoria Regina." Mrs. Brown sat in a brocaded chair in her daughter's East End Avenue apartment, and literally bounced up and down with excitement.

"Oh dear, oh dear, this is *more* than I can *bear*," she kept saying, moving her hands in a small flutter, and it seemed to everybody in the room that it was Helen Hayes moving and speaking. Helen was not there, and it was a good thing, her mother added when she got her breath.

"Don't tell Helen," she begged the bearer of good tidings from the Queen Mother, "until after to-night's performance. She'd never get through it if she knew."

### GINGER ROGERS' MOTHER

Leila Rogers, mother of Ginger, seems to be one of the few mothers who can truthfully say that her child never went to dancing-school. Ginger did her dancing around the home, especially in the bathtub, which she liked because it offered a good surface, and she fell down so many times in the tub before she was six that her mother got pretty bored with the whole thing. Mrs. Rogers was society and drama editor of the Fort Worth, Texas, *Record*; she

had written movie scenarios for Baby Marie Osborne, which had been accepted; she had a considerable career of her own. When she was called to Hollywood on Baby Marie Osborne's business, she did occasionally show photographs of Ginger (christened Virginia) to the film producers she happened to meet, but, when no result came from that, Mrs. Rogers was too busy to be disappointed. She never made any use of her contacts in the theatre, as a dramatic editor, to further her daughter's possible career, and it was not until Ginger was sixteen that Mrs. Rogers, by accident and perhaps by some emotional turn or other, suddenly became a stage mother.

Santrey and Seymour, a team of vaudeville dancers, were friends of hers, and they suggested to her that Ginger (who had never stopped dancing for the past ten years, at home, in school, or, perhaps, just mildly along the street on the way from one place to another) ought to enter the Charleston contest that was being held the following week in Dallas. Mrs. Rogers argued with her friends for an hour about it, and ended by rushing downtown to buy a lot of white crêpe and some spangles and sitting up all night the next two nights to make Ginger a dress for the contest.

Ginger won the Charleston cup, and, a month later, Mrs. Rogers had left her job on the paper and was travelling with her daughter on the Interstate Theatre Circuit. The act was billed "Ginger Rogers and Her Redheads," and the redheads were two of the defeated Charleston contestants.

Mrs. Rogers has devoted all of her time to her daughter since then. Once, still in the vaudeville days, she spent all the money she had to get Ginger and herself to Memphis, Tennessee, where Ginger had been engaged to sing and dance as a single act. After the first night's performance, Ginger's mother heard from somebody around the theatre that the manager, brooding in his office, had been heard to say that the Rogers act hadn't exactly gone over, and he thought he would have to get somebody else. Leila Rogers took her daughter out to the country for a picnic early next day, and kept her there all morning while the manager frantically combed the town for her in order to fire her. Restored to the theatre barely in time for the afternoon show, and refreshed by country air, Ginger gave such a fine second performance that the manager began looking for her again, but this time only to shake her glowingly by the hand.

### DECORATIVE MOTHER OF INA CLAIRE

Some stage mothers are mostly decorative, and are more or less detached from their children's careers. Mrs. Claire, Ina's mother, is one of these. She is handsome, white-haired, charming, and she has trouble remembering producers by name. But she remembers the days when, as Cora Fagan, she brought her thirteen-year-old daughter, Ina Claire Fagan, from Washington to New York to live in Yenty Bernstein's theatrical boarding-house on West Fifty-Second Street. A Miss Butler, who lived in the same house and made a living by playing the piano for the opera (Continued on page 142)

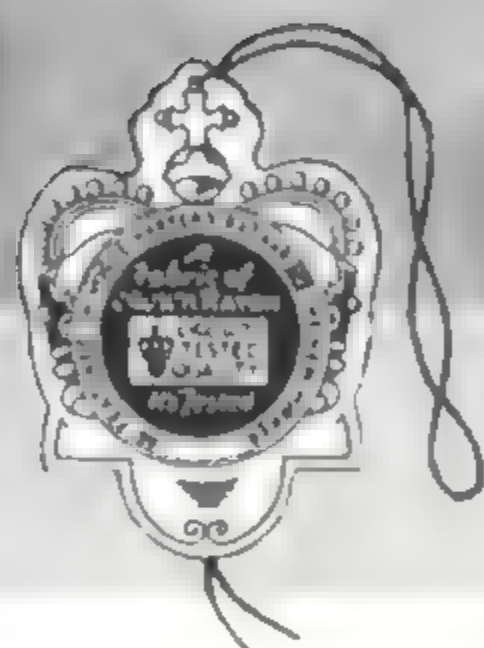


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## SOMEBODY'S MOTHER

(Continued from page 140) rehearsals, advised Mrs. Fagan to take Ina to see Oscar Hammerstein.

Oscar Hammerstein was then one of the greatest powers in the show business, and when Mr. Hammerstein actually consented to see Mrs. Fagan and her gifted child on their first visit to his office and, what was more, signed Ina for a week at a Yonkers theatre, Mrs. Fagan could hardly believe her ears. Ina was making good in Yonkers with an imitation of Harry Lauder before she or her mother learned that the Mr. Hammerstein who had received them so graciously was not Oscar but Abie, a pretty obscure brother whose business it was to keep the books for the firm. Oscar had been away, it turned out, the day Ina and her mother visited the office, and Abie, drunk with a lonely power, had simply signed up the first person who came in.

### MRS. KOSOW'S CHILD

About eighteen years ago, Bea Kosow was a seamstress at Wanamaker's. She had fled from Russian pogroms, had married a poor man in New York, and, after a few years of sewing for department stores and wholesale houses, she managed at length to open up her own dressmaking establishment in town, on One Hundred and Forty-Fifth Street, near Convent Avenue. The Kosows lived upstairs over the dressmaking shop, and there were moments of confusion sometimes when Sylvia Kosow, aged four, bumped herself down the stairs to dive into her mother's closets and boxes and come out proudly in a pair of high-heeled shoes, a long corset, and feathers.

Gradually, Bea Kosow's irritation at these antics grew into enchantment as she watched her daughter parading, striking poses, and holding them. In that rapid and blessed flash of knowledge that comes once to every stage mother, she realized that a talent was on view before her. When Sylvia was eleven—Mr. Kosow had disappeared and had been divorced by that time—her mother had saved one thousand dollars to pay for a recital to be given by her daughter at the Little Theatre; she had also, in the meantime, been paying for elocution lessons for Sylvia. Bea married Dr. Sigmund Sidney, a dentist, before Sylvia made her first hit in a revival of "Prunella," and Dr. Sidney legally adopted Sylvia, giving her his name.

Sylvia Sidney's mother, who still looks young and still speaks with a trace of accent, lives now in luxury with modern furniture and a coloured maid. She has given up a possible career of her own in dressmaking to keep a shrewd eye on her daughter's business affairs, and she has found out a sure way of judging Sylvia's artistic performance. If she can't sit through one of Sylvia's pictures at least twice, Bea says, she knows it isn't good.

### THE PETERS (LOMBARD)

No party in Hollywood is complete without Bessie Peters, Carole Lombard's mother. Divorced in the Middle West when Carole was a child, Bessie brought her daughter to Hollywood and cannily rented a cottage next door

to the palace of a well-known director. The director saw Carole playing in the yard one day and gave her a part in a picture. Since that time, Carole has pretty well managed her own career, but Bessie—who is a grey-haired version of her daughter, as breezy and as jovial—continues to be a lively part of it.

### MOTHER OF CLAUDETTE

Quite as charming as Bessie Peters, in a quieter way, is Mme. Jeanne Colbert, mother of Claudette. She and her husband came to this country from France when Claudette was seven, and Papa Chauchoin (Claudette's real name is Chauchoin) went to work in a New York bank. He lived only long enough to see his daughter's first success in "A Kiss in a Taxi." During Claudette's first days in pictures when, with a French sense of thrift, she decided that she couldn't yet afford a personal maid, her mother went to the studio with her every day, dressed and undressed her, did her hair, and took care of her clothes.

Now that Claudette's salary is in four figures, Mme. Colbert lives with her daughter in one of Hollywood's more picturesque hill-top houses, in a *ménage à trois* that is completed by "Tantine," Claudette's aunt. French is the language spoken by the three women among themselves, and Mme. Colbert still speaks English with the clear accent of Paris. She is small, chic, and smiling—an irresistibly attractive hostess. Sometimes Claudette comes home from the studio, to find that she has just missed several people who dropped in during the afternoon.

"Oh, I'm so sorry I wasn't here!" Claudette says on these occasions.

"It is of no importance," her mother replies mildly. "They came to see me."

### MOTHERS BACK OF THE STARS

There are more of these stage mothers than any one could possibly mention in one article. Not the kind of mother who is suddenly brought from obscurity to preside over a chafing-dish *after* her child has made good and needs somebody to take over the burden of ordering the daily caviar; but the women who have pushed, pulled, dragged, and wept their children into success, and who have been with them all the way.

There is Ruby Keeler's mother, the wife of a former truck-driver on New York's East Side, who, when her daughter got a chance to dance in Texas Guinan's night-club, planted herself flatly before Miss Guinan.

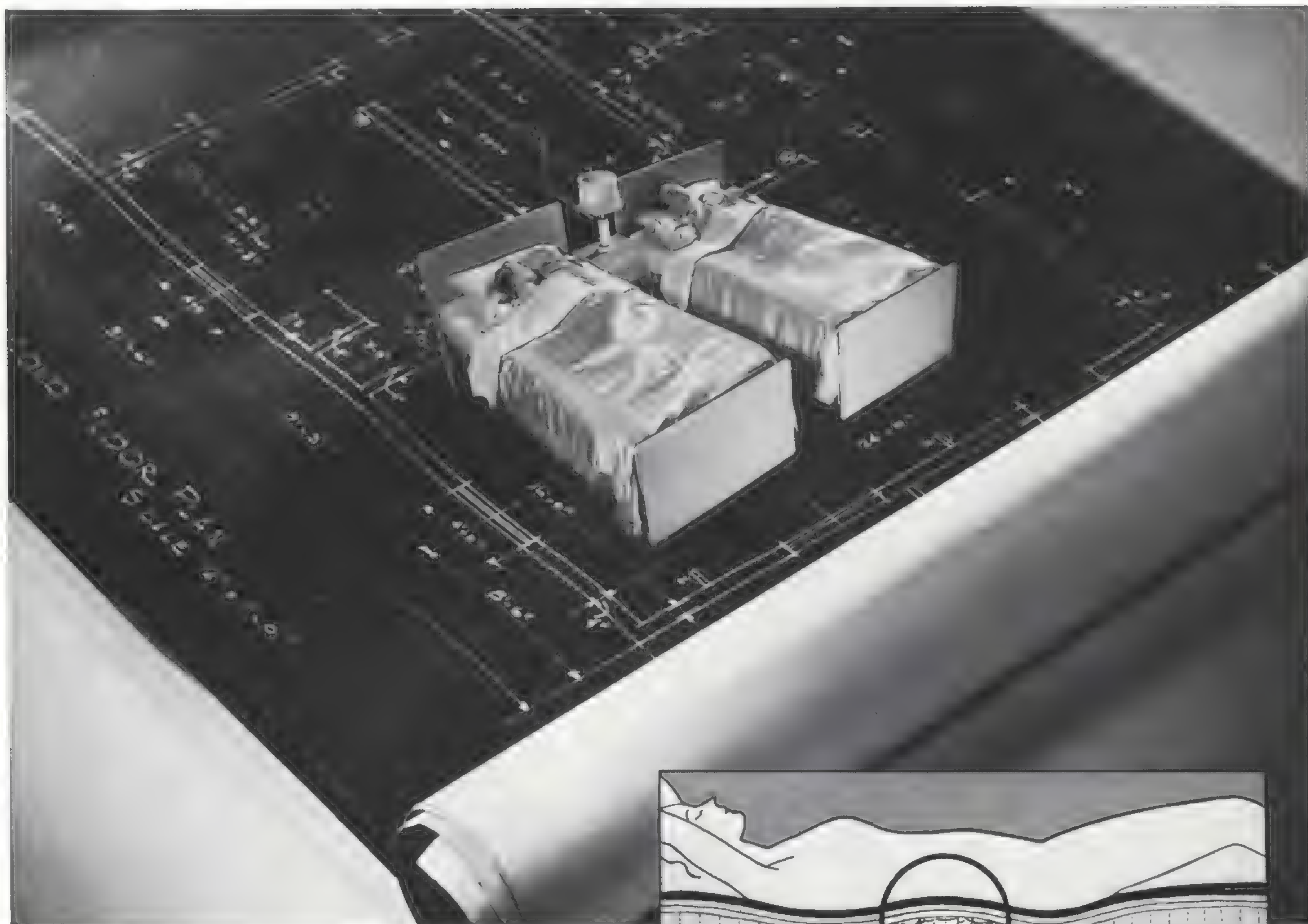
"It's all right for Ruby to dance in the place; it's a fine chance," she said, "but no daughter of mine is to sit with the customers after the show is over, see?"

Mrs. Keeler won that battle. She lives now, with seven or eight other Keelers and in-laws, in a fine white house on Toluca Lake in California—a house that Ruby bought from Bing Crosby and gave to her mother.

They are a tireless crew, the mothers of celebrities, and pretty anonymous in the end. Not so anonymous as the fathers, though, who only know what they read in the papers.



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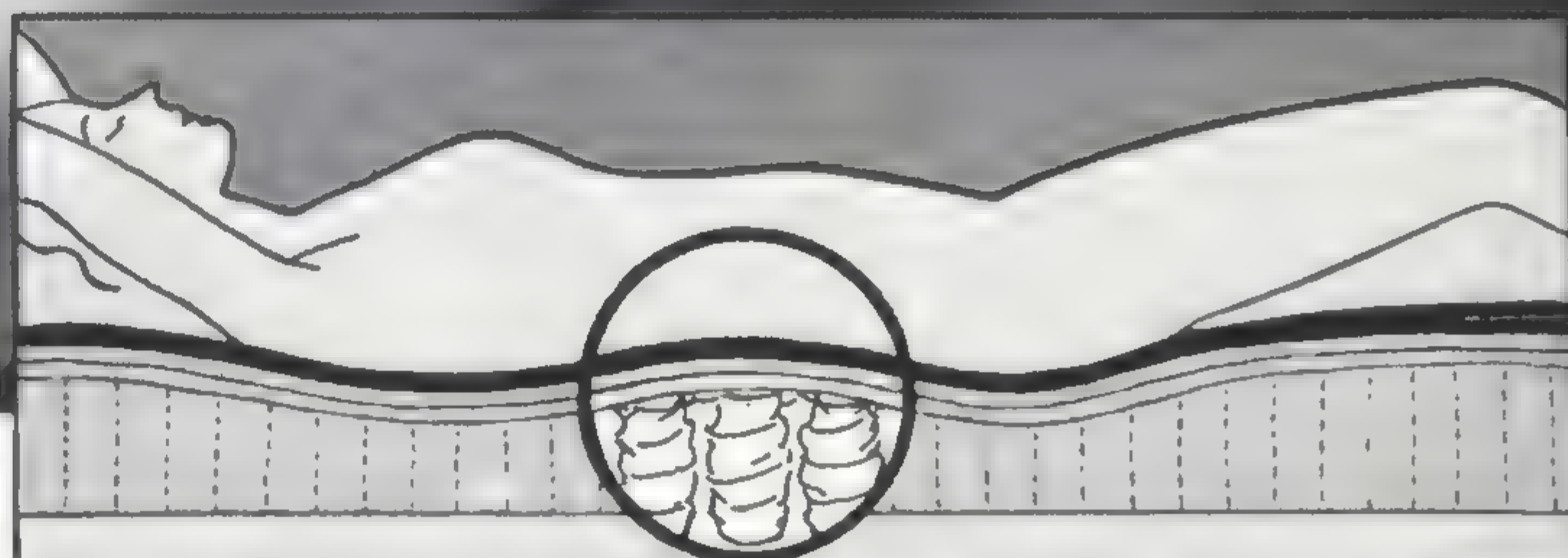
But if you can't manage everything new at first, while you're still paying for the roof and the foundations, do see to it that at least the main bedrooms are equipped

with the famous Beautyrest you will know what perfect relaxation means. Beautyrest's famous "floating action" adjusts itself instantly to the weight of your body at every point of contact. Your spine and muscles don't have to work all night to support you. "Tired spots" are rested.

### Made for natural night-long sleep

Its 837 "floating-action" springs—buried in layers of softest cotton—allow you to turn without conscious effort and take the 20-45 different positions every sleeper takes to rest his muscles—without once waking. You get up in the morning refreshed, revitalized, ready for the day.

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with the famous Beautyrest mattresses.

Once you have had a

Remember that a third of your life in your new home will be spent in bed—and on your "must" list write down, today: "Beautyrests." Insure restful, night-long sleep right from the first night you move in!

The cost is only 2¼¢ a day! Ask about it today at any leading furniture or department store. Simmons Company, 222 North Bank Drive, Chicago. New York, San Francisco, Atlanta, Los Angeles, Dallas, Seattle, Kansas City, Boston.

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# SIMMONS *Beautyrest*

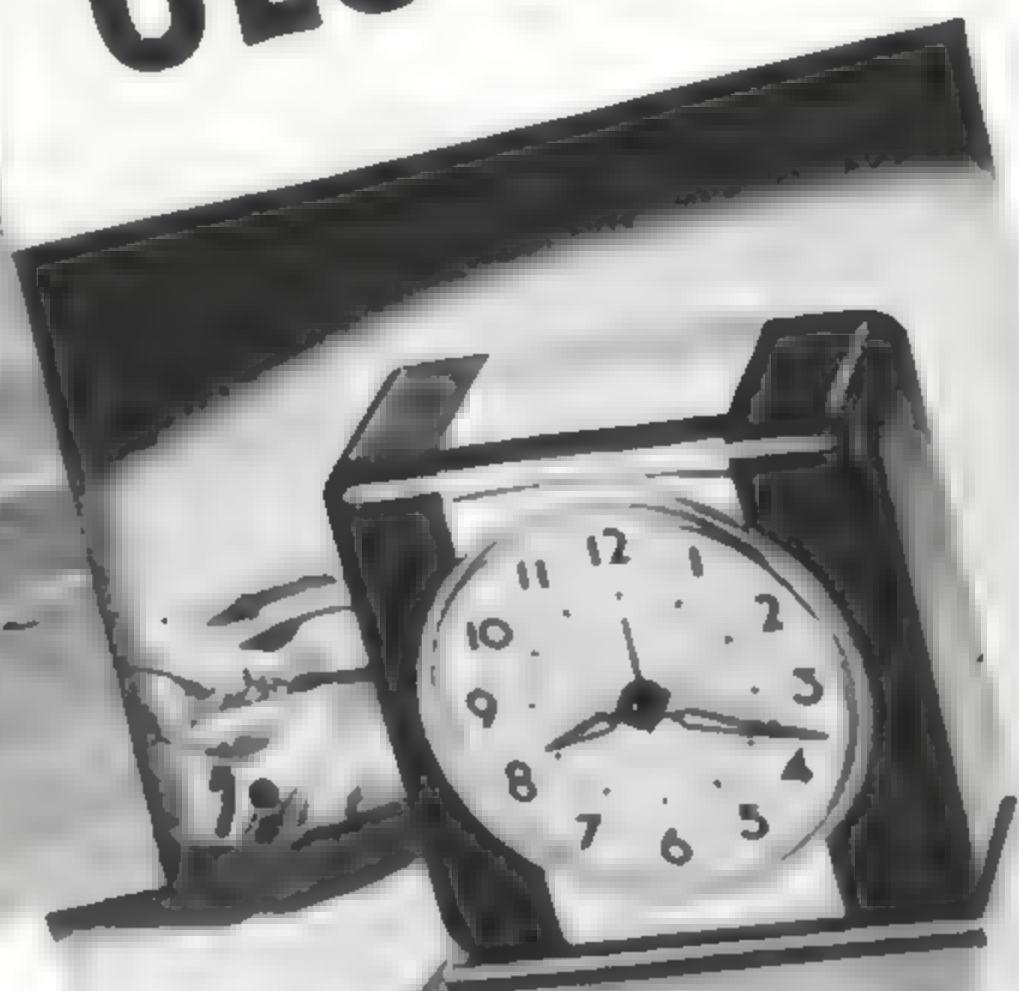
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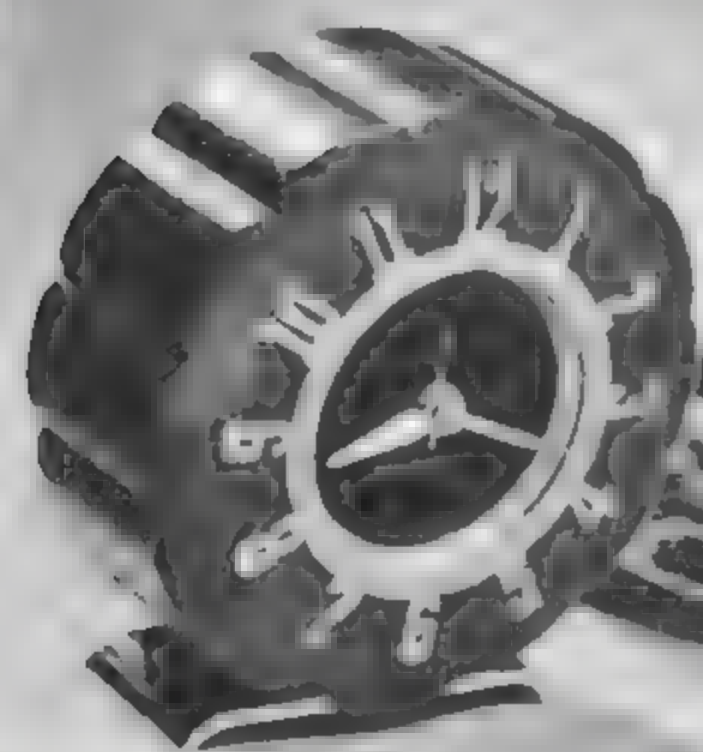
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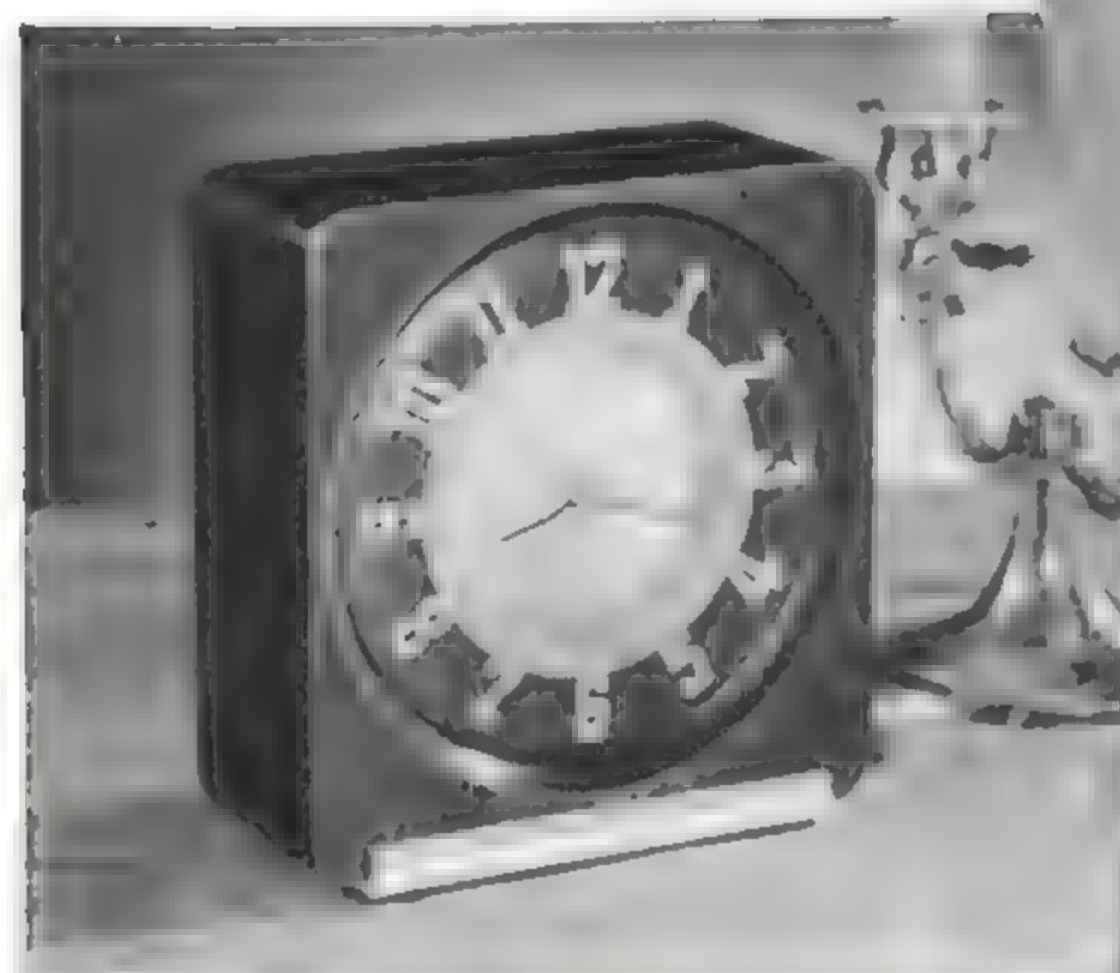
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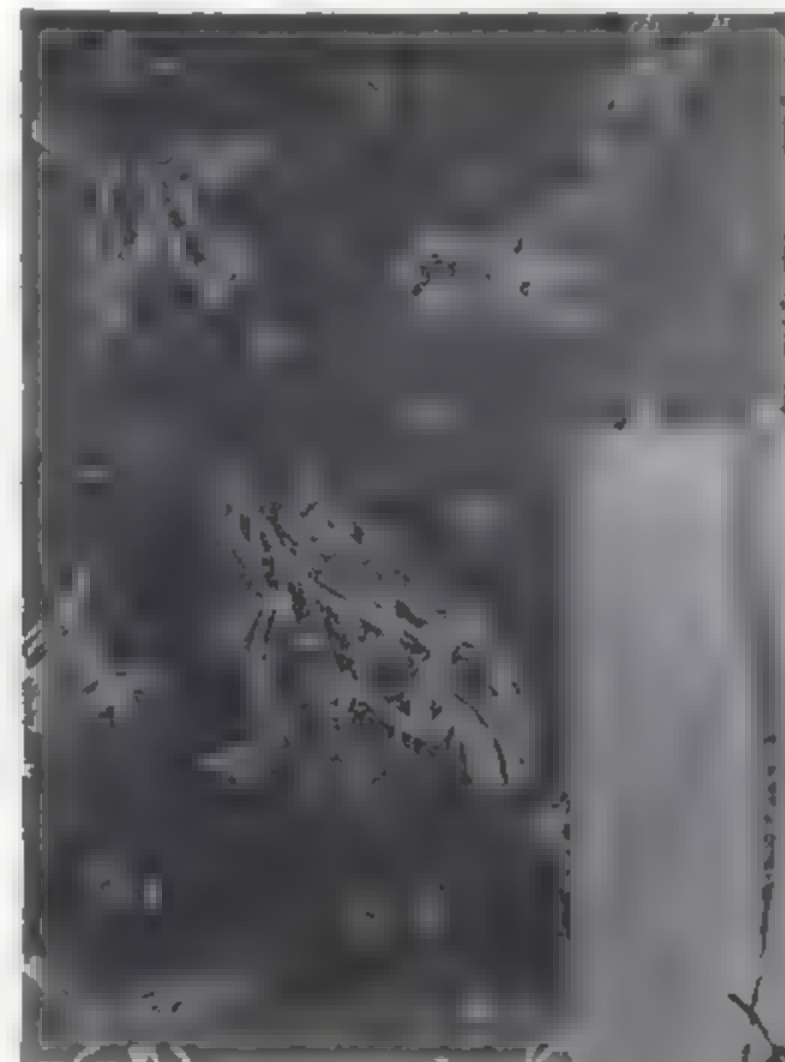


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WALL-PAPER; KATZENBACH, WARREN



PAPER; KATZENBACH AND WARREN

PRINTED PERCALE; MARGARET OWEN



## DECORATION DAYS

(Continued from page 103) a white dining-room with brilliant chintz curtains by painting the delicate Regency chairs a bright acid-green.

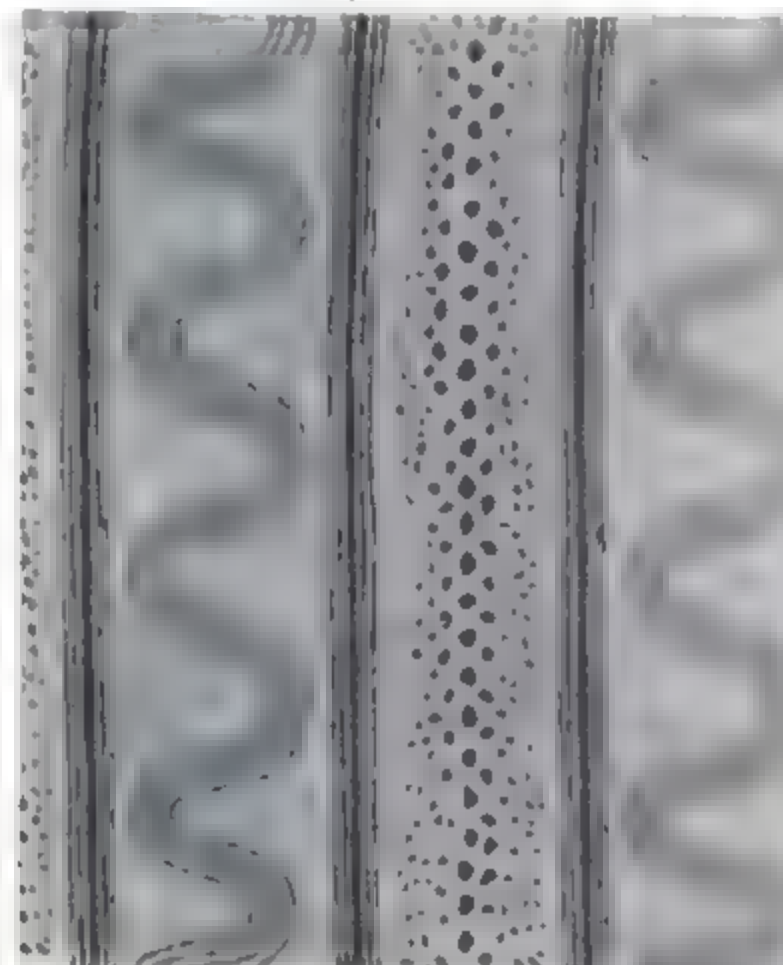
For your floors: you can get softness underfoot—without being hot and stuffy—with shaggy string rugs, either in natural colour or dyed in brilliant greens, plums, or soft yellows. The carved patterns in heavier weaves are mostly geometrical and always light in colour—pale grey, cream, string colour.

Polished rubber tile laid in squares all of one light colour is more effective than the traditional dark-and-light patterns. The polished composition, rather like Caen-stone, is a more permanent solution; it can be had in soft deep colours, as well as in pale shades, and it's practically noiseless.

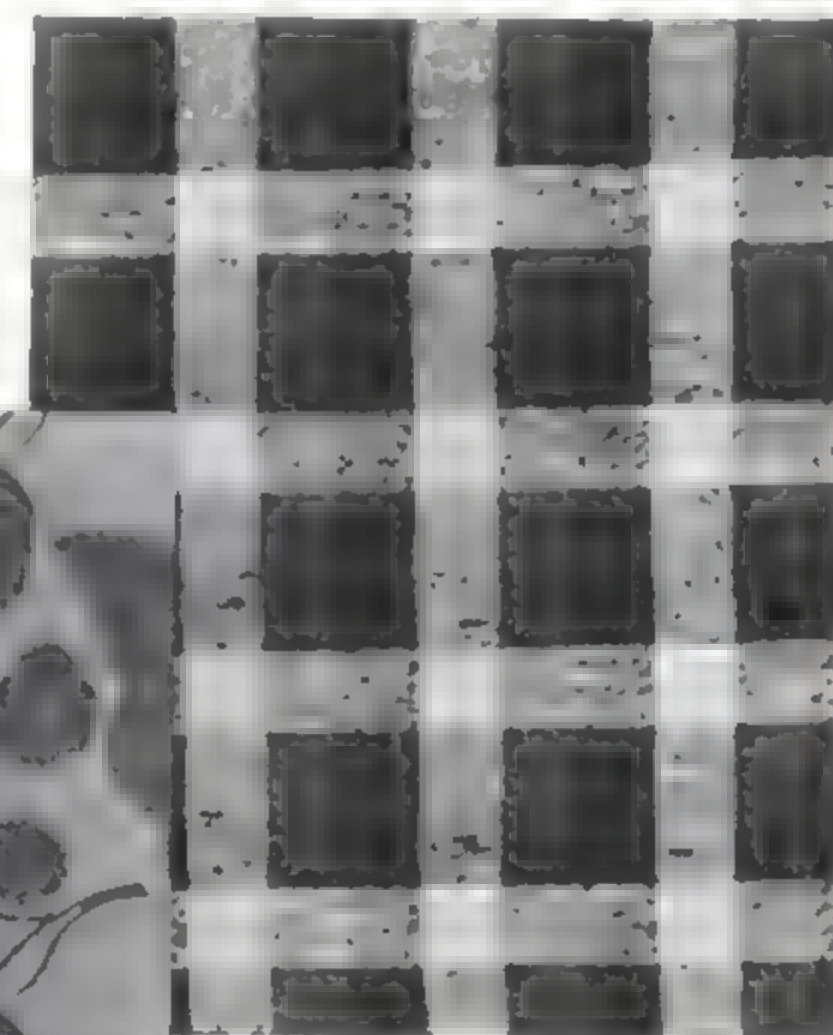
For those who must have country rooms carpeted—try felt. It may be had in wonderfully vivid colours, is laid over a thick lining, and is bordered with cotton or wool fringe. You can even add tassels at the corners in a Victorian or country baroque room. And for very simple rooms, there is old-fashioned matting—cool and faintly fragrant. Squares of Victorian woolwork, padded and fringed, make perfect bedside rugs for these rooms, and the coarsely stitched pieces made for fire-screens can be had for very little if you don't feel inclined to make your own.

In the new wall-papers, the grounds are pale and fresh in colour, although a country house should have at least one darkish room to retire to on the hottest days. Most of the patterns are softly flowered, almost Victorian in feeling—this effect appears even in a bouquet made up of Surrealist flowers, lily-cups, and piano keys.

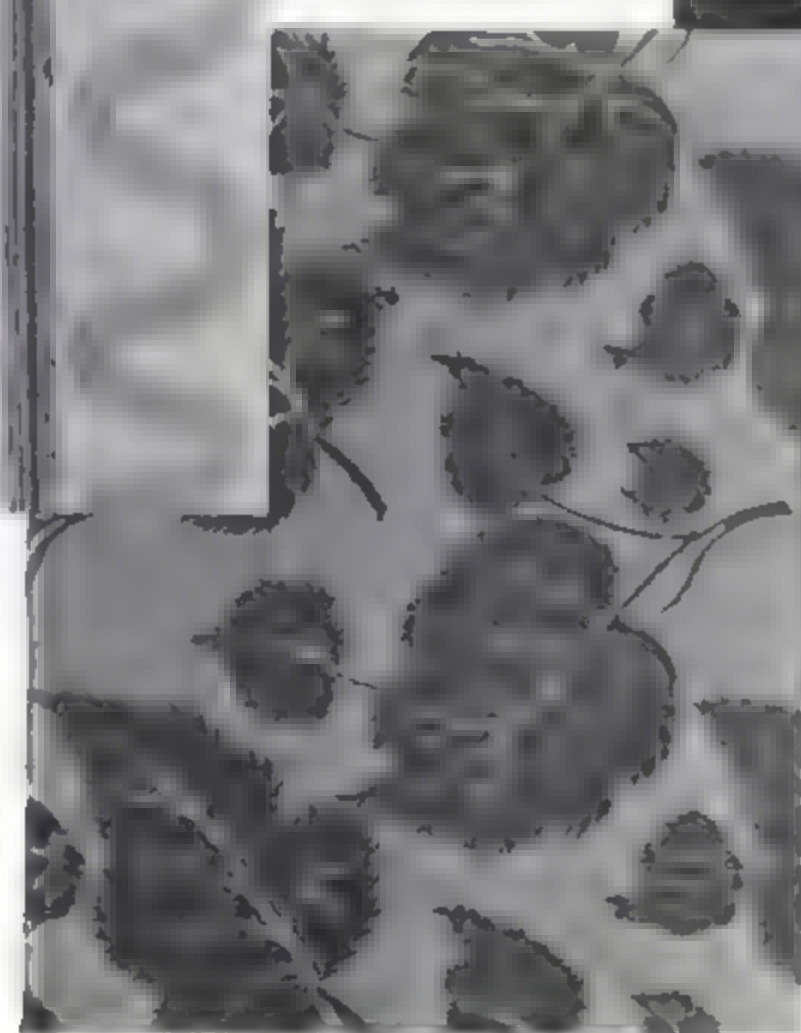
PRINTED LINEN; RUBY ROSS WOOD



PLAID LINEN; RUBY ROSS WOOD

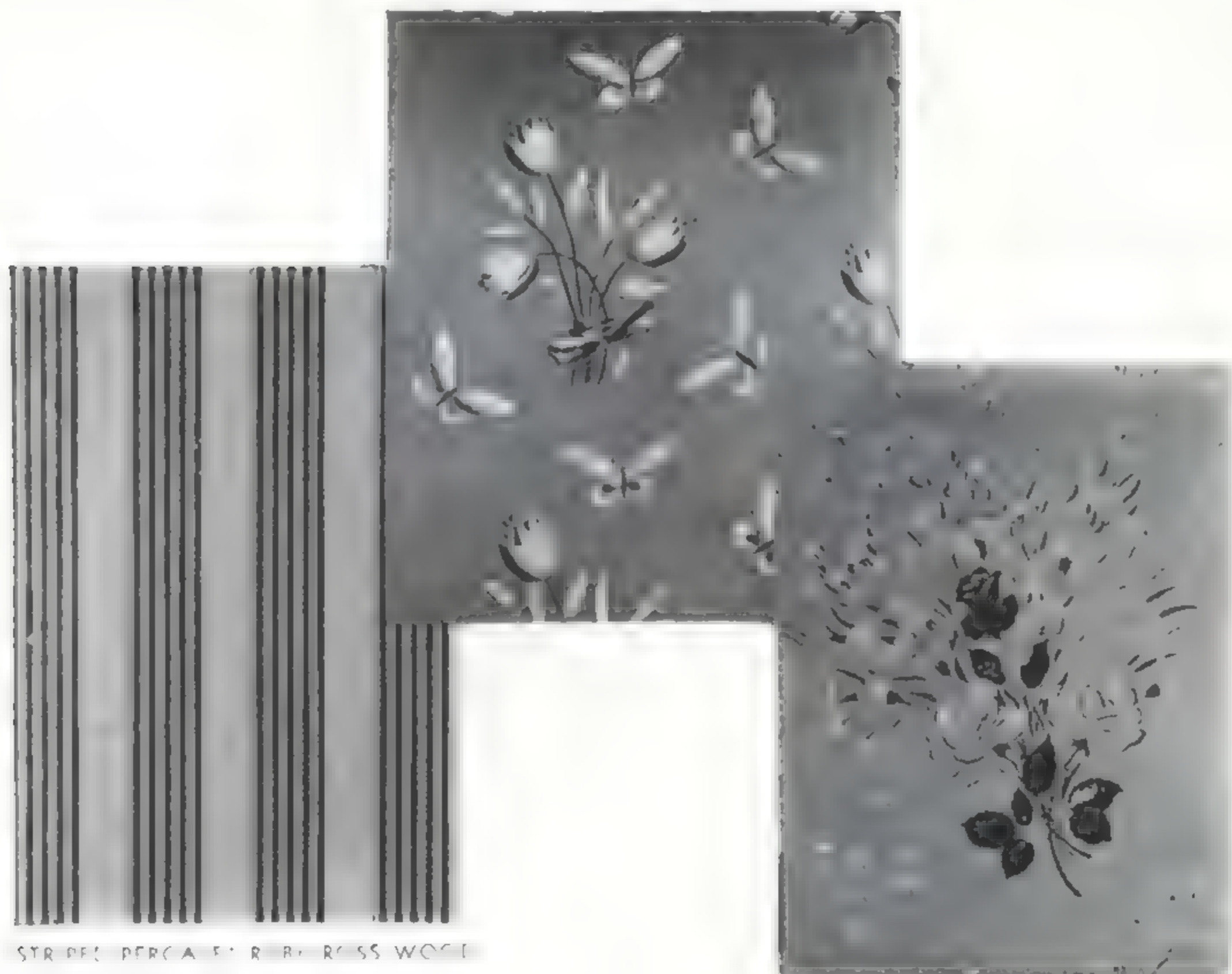


DAMASK; RUBY ROSS WOOD





PRINTED SATIN; RUBY ROSS WOOD



STRIPED PERCALE; RUBY ROSS WOOD

WALL-PAPER; MARGARET OWEN

## IN AND OUT OF TOWN

First on the opposite page is a new "Constellation" paper patterned in white on a deep-coloured ground. Next to it is a printed percale, the design of which is reproduced in wall-paper. Third is the new baroque landscape paper, "The Kildare," in cream, grey, and chartreuse. On this page is one of the softer coloured bouquets that we have spoken about.

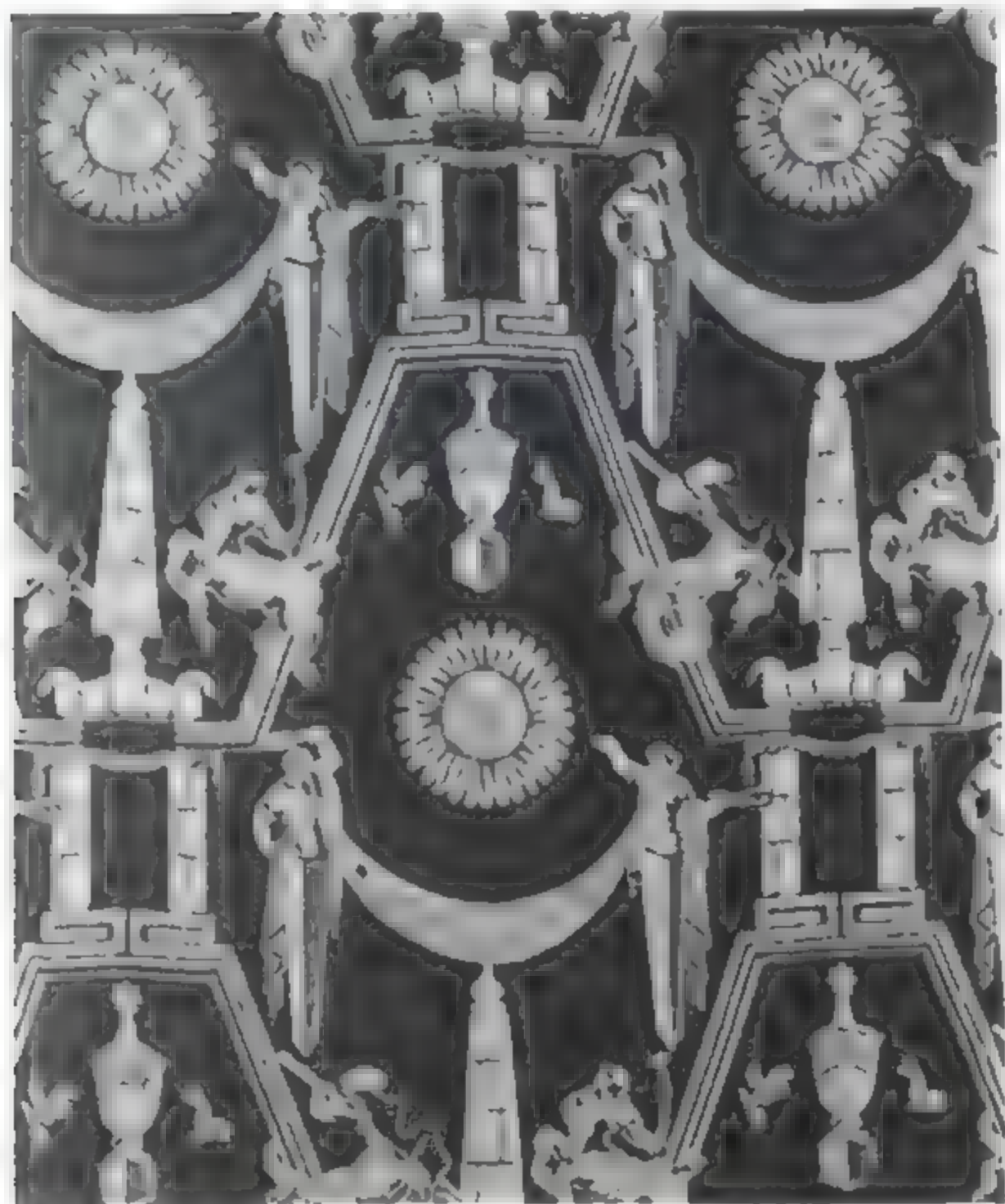
If you have wood-panelled walls, the new trick is to scrape them down to the grain; then cover them with a pale wash of colour that does not cover up the wood pattern. On plaster walls, the same treatment is used, with a pale wash of colour applied over a darker one in an uneven, hand-finished tone.

Accessories are, as usual, endless. Pink pottery makes a number of vases, which, in turn, can be converted into lamps; there are pink pottery plates with single dashing red roses on them. In a simple linen luncheon set, soft pink napkins bordered in grey alternate with grey ones bordered in pink, and, with these pink and grey notes, there is the sharp accent of copper in vases and trays.

Edwardian leather hat-boxes (the sort used for toppers) are being retrieved from attics and antique shops, polished up, brasses and all, and used for country waste-baskets; and, following this notion, this year's Cellophane hat-boxes have been used in at least two summer bedrooms, lids and all.

Round wicker market-baskets are being fitted with tin linings to hold masses of garden flowers on terraces and inside the house, and any house-ware department will supply wooden tubs of all sizes to be used in the same way, without linings.

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## PUTTING IT ON PAPER

THAT oblong of creamy white paper that heralds a wedding is one of the most important concerns of the flurried bride-to-be. Here we propose a few invitations worthy of being pasted in any one's memory book, and also suitable paper for the new establishment. (Incidentally, it's now perfectly correct to send an invitation in just one envelope.)

1. In the group above, we show the new invitation that fits into its envelope without folding—in a creamy, off-white kid finish. The white kid-finish letter-paper gives the address in two lines of small, simple engraving; the note-paper shown with it follows suit. Both in white bordered with blue, or blue bordered with white. All by Crane: Altman

2. For informal notes of the come-for-cocktails type—this little card with the fold-over top. It's thin and parchment-like, with name and address on different levels. For something new, try square letter-paper; both of these are in a light-weight kid finish. The upper one is stamped in a bold, large style—smart and arresting. The second paper is more on the conservative side, with simple, smallish stamping. Marcus

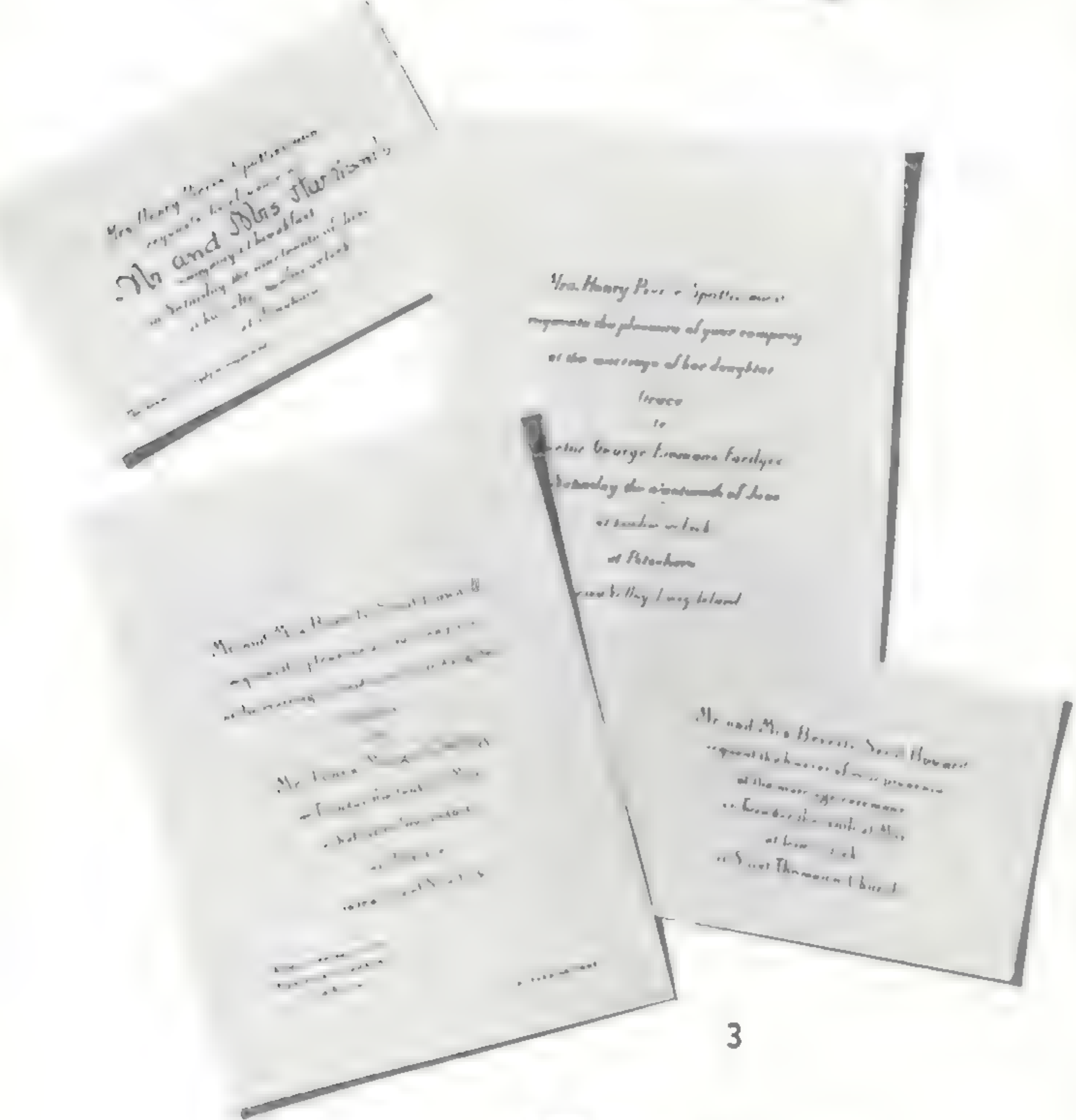
3. Request the honour of various presences with either of these two old-ivory tint wedding invitations. Both are small and non-folding, but after that the difference begins. One, clinging to tradition, has the regular-size invitation and small reception card; the other, in a right-about-face, has the marriage invitation on the small card, and the invitation to the reception on the large sheet. Both from Udall and Ballou

4. Once you have set up your new domicile, your mailbox will be crammed with congratulatory letters, and letter-writing will become your chief spare-time occupation. Taking your pen in hand is a pleasure with letter-paper like this—in lava-grey, with a white monogram. For those informal notes in which you ask friends to stop by, use this note sheet in the new deep shade, flag-blue. The smaller, informal note sheet is in pastel colours faced with another colour. All by Eaton; Wanamaker





2



3



4

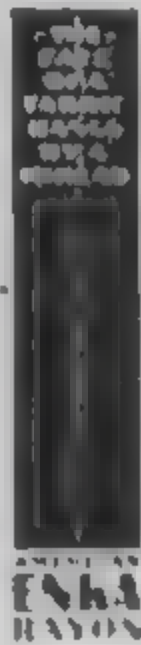


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in America and Europe**

A stunning Permanent depends on the artistry of your hair stylist . . . The Rilling Method, which eliminates guesswork in Permanent Waving, makes it possible for him to give you the loveliest coiffure at his command . . . A Rilling Wave lasts longer, much longer . . . There is no cooler, more comfortable wave . . . Ask your hairdresser about a Rilling Permanent

## TRIVIA FOR A TROUSSEAU



Brighten up the night (or trousseau evening dresses) with these: Corded taffeta bag with rhinestone clip. All colours. Altman. A chiffon square, to float from your fingers. Lord and Taylor. Rhinestone brooch that splits into two clips. Saks-Fifth Avenue. Guibert Frères' mauve-coloured evening gloves. Lord and Taylor. Starched silk flowers (try mauve on black). Lord and Taylor. Shoecraft's evening sandal—mere ribbons of shining silver kid

For your day activities, these accessories below are good mixers: First photograph: A new white straw sailor. Saks-Fifth Avenue. Right: Straw gets a new place in the sun as Lewis uses it for a white bag, trimmed and initialed in grosgrain. Saks-Fifth Avenue. Hand-stitching trims Wear-Right's navy-blue fabric glove. Best. Wear-Right's hand-stitched fabric pull-ons. Lord and Taylor. This year's spring sign—patent leather opera pumps. Walk-Over





## OR ANY WARDROBE



Stitched linen bag; shoulder-strap, hand-strap. Franklin Simon. Schiaparelli's doeskin glove; leather fingers. Saks-Fifth Avenue. Hand-stitched chamois gloves, wood goats for buttons. Altman. Echo silk scarf, for practically any sports outfit you own. Russeks. White buck sports shoe with square toe and tongue. I. Miller. Businesslike walking Oxford of brown calf. Frank Brothers. Second photograph: Felt sailor with a boxy crown. De Pinna



Above: Ballibuntl hat to wear as Breton or bonnet; Lord and Taylor. Second photograph: For formal late afternoon wear, one of these: First, a latticework sandal of patent leather and suède. Delman. Or a flattering suède sandal, open as the out-of-doors. I. Miller. Pull-ons of Velvo suède, to crush at your wrists. Wana-maker. Sleek patent leather hand-bag by Lewis. At Bonwit Teller. Prystal shell clip, rhinestones, simulated rubies. Bonwit Teller

☆ *be Glorified* ☆

BY GOSSARD



beneath the glamour  
... a GOSS-Amour\*

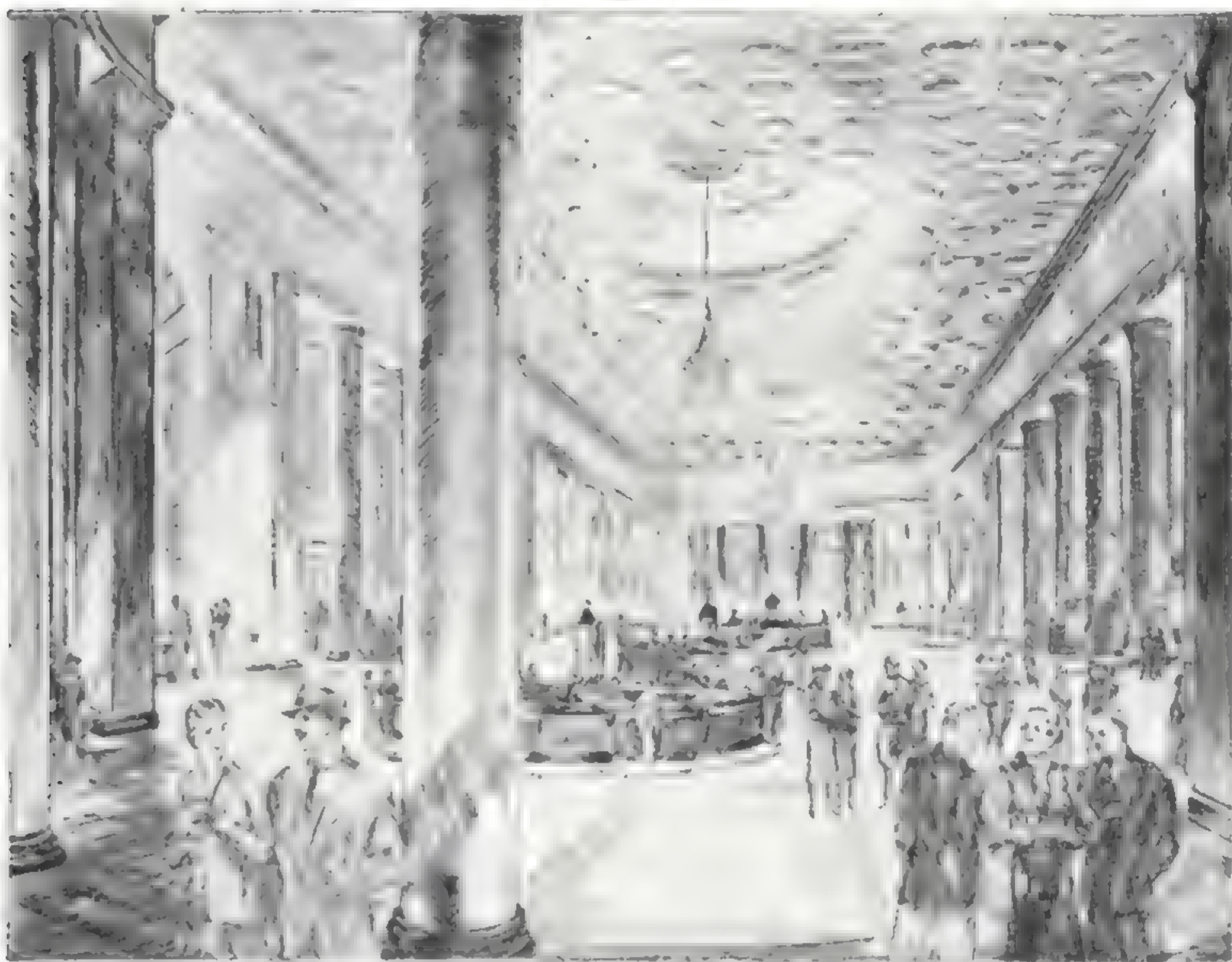
The "X-Ray" photograph reveals the reason for the lady's loveliness of line. Goss-Amours\* (the silken snares!) are those breathlessly-talked-about elastic NET foundations. Here, Goss-Amour\*, is shown in a beauty moulding girdle, with slender satin panels back and front. Model 5030. The lace bra, Model 892 S is designed for the small bust.

The GOSSARD *Line of Beauty*

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The Hall of Springs

L. Holmby, architect

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If you would win back buoyancy of body and mind... discover restoration from chronic ailments, escape from threatened neurasthenia... if you would feel as new as your new spring wardrobe, COME FOR A CURE AT SARATOGA SPA.

Come—partake of the benefits of the Spa's naturally carbonated, naturally mineralized (non-sulphurous) waters of health. Indulge your physical well-being in drinking and bathing cures that are true to, yet go beyond, the traditions of centuries-old Continental spas.

Here the State of New York has spent \$8,500,000 in completing America's first real Spa. Here cardiac and circulatory conditions, gastro-intestinal disorders, rheumatoid distresses and the neurasthenias are treated according to latest hydrotherapeutic knowledge. Here slimming cures are a vogue, and "restoration" cures quickly attune tired, nervous and run-down systems. And here you cure in the Continental manner—at but a fraction of the cost.

For new illustrated Spa booklet, rates, and hotel and pension information, address Saratoga Spa, 602 Saratoga Springs, N. Y.

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THE SPA THAT WAS *Inevitable*

## Mr. Putnam HAD VISION... BUT

...when 150 years ago he built the first tavern at Saratoga Springs he could not foresee this delightful hotel that is named in his honor.

Adjoining yet apart from the Spa. Complete



recreational facilities, yet a modern rendezvous with quiet rest. Famed cuisine. Hospitable yet never obtrusive.

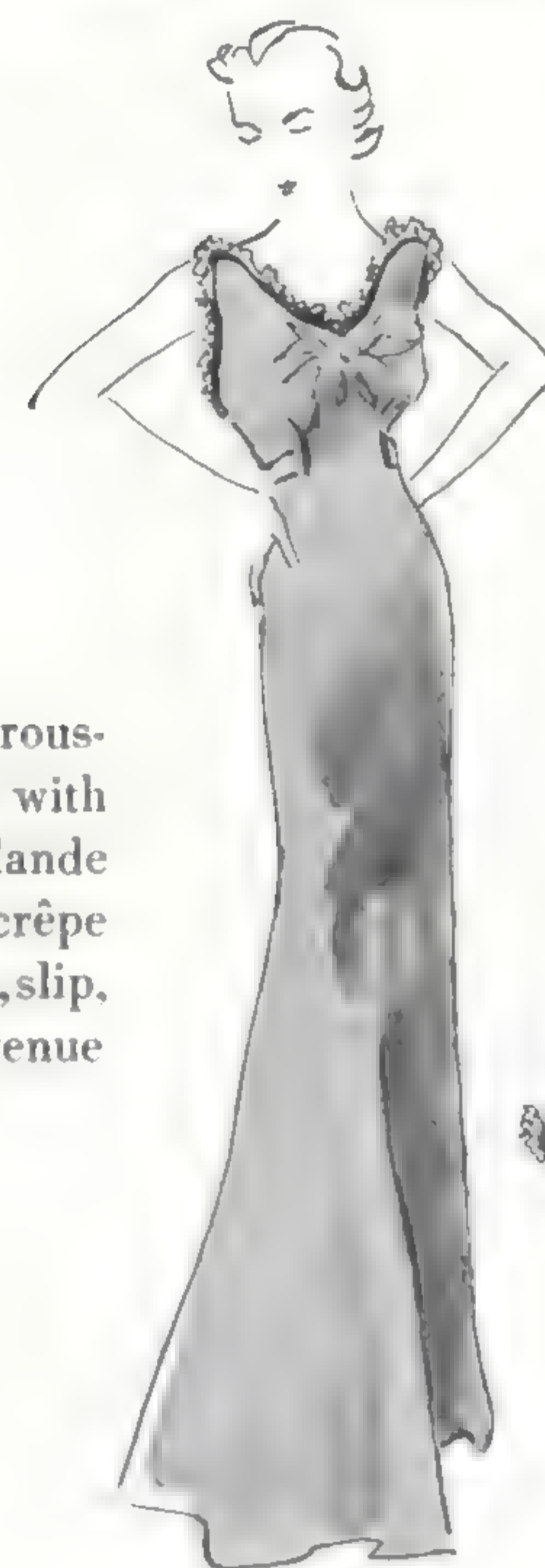
Illustrated, descriptive booklet and rates sent upon request.

## THE GIDEON PUTNAM

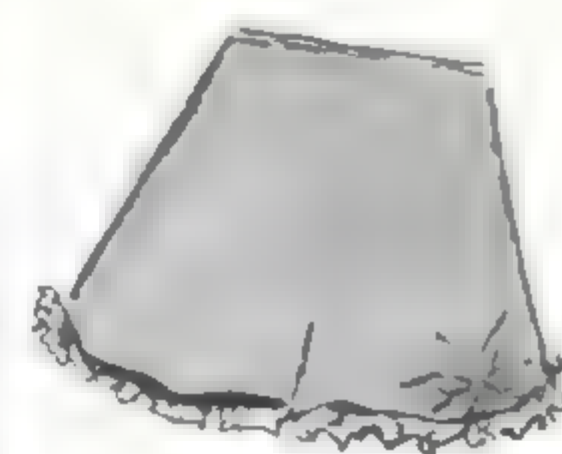
SARATOGA SPRINGS, NEW YORK  
Privately Operated—E. C. Sweeny, Lessee

AT THE SPA... IN BEAUTIFUL GEYSER PARK

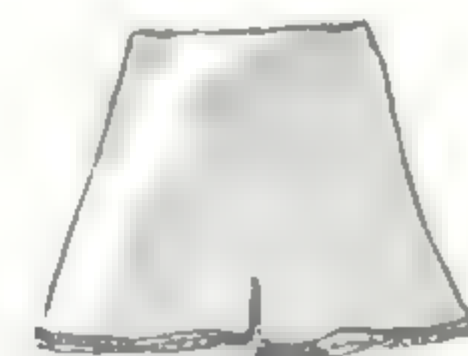
## FOR YOUR TROUSSEAU



Right: This business of trousseaux is pure pleasure with lingerie like this. Yolande made the semi-tailored crêpe de Chine set—nightgown, slip, panties. Saks-Fifth Avenue



Left: A vaporous dream of chiffon is this nightgown. The shoulders crush into a moulded bosom, lace-encrusted with birds. A Talon fastener slims the back. Lord and Taylor



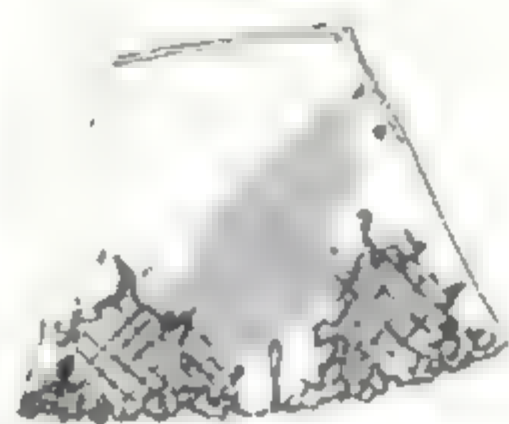
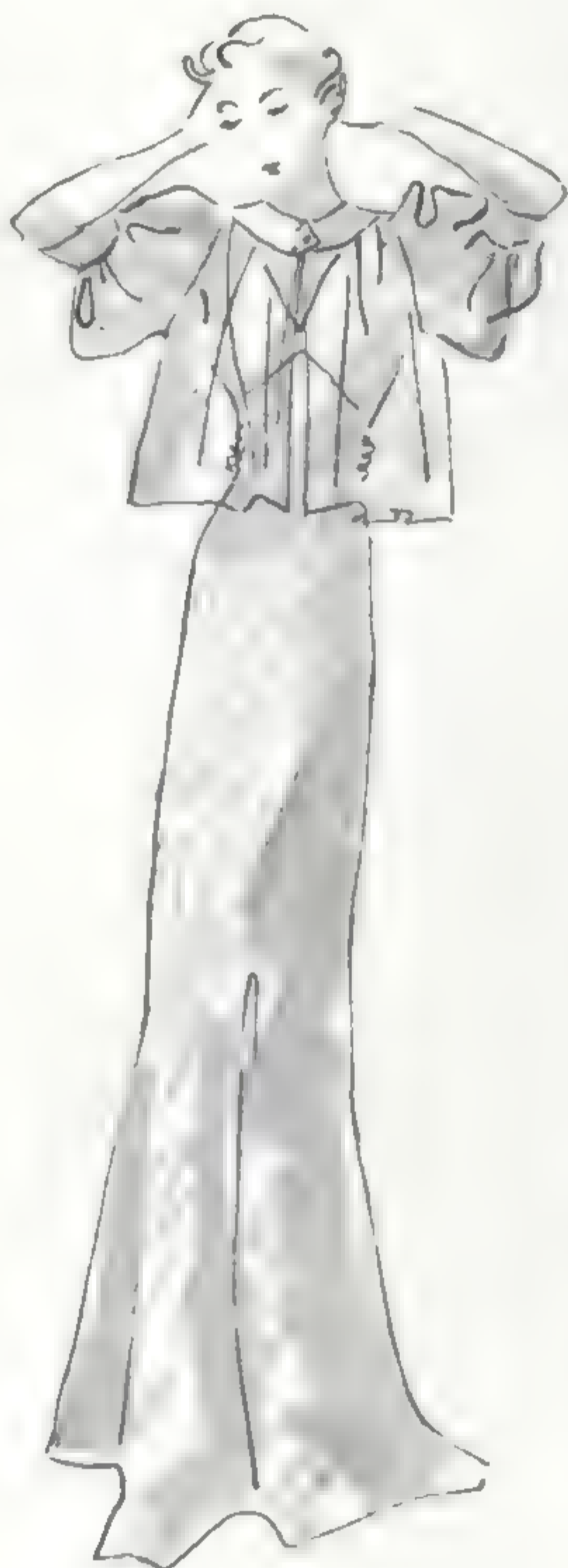
Right: Beautifully fitted and tailored is this three-piece set, hand-fashioned of non-shift, non-pull satin—trimmed simply with shell-shaped faggoting. From Franklin Simon





## LINGERIE FOR A BRIDE

Right: This seductively simple gown is made of sheer crêpe with a moire sheen. The separate jacket is satin-trimmed, brief, and very full, with crochet buttons. Best



Left: Satin elegance in these three. Each piece is embellished with Alençon lace, and the fitted nightgown, puffed-sleeved, has a sheer bodice. To be had at Franklin Simon

You should have these printed sheer crêpe nightgowns in your trousseau. This one has quaint covered shoulders and a satin bow to climax the Empire-slim bodice. At Saks-Fifth Avenue

Far right: A pastoral print with ingenuous little shoulder bows. The figure-defining waist-line swells into a skirt as full and floating as a dancing dress. From Jay-Thorpe



HANDCRAFTED BY

*Bradley*  
Delavan, Wis.

### "VISION OF VAGABOND"

It might be you . . . on vacation in this dashing Summer Bradley, knit in "cool" Lustre Chenille. Note the neckline! It's collarless, so that you can wear jewels, a scarf, or furs. The pockets, buttons and shoulder peaks are of handcrafted braid. And the skirt is gored and "full-fashioned" for a really tailored fit. White and pastels. At better stores. This is BRADLEY WEEK at the following Pacific Coast stores:

Kahn's	Oakland
The White House	San Francisco
Weinstock, Lubin & Co.	Sacramento
Best's	Seattle
Rhodes	Tacoma
Olds, Wortman & King	Portland





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Protect the Lips

*Philip Morris*

**Marlboro**

MILD AS MAY

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OF THE MONTH"

APPLE BLOSSOM  
CORSAGE

by  
*Herman Plaut*

AT ALL  
LEADING STORES

Herman Plaut  
43 WEST 36th STREET  
NEW YORK

## "I WAS THERE"

(Continued from page 74) billions a year. It may be more. Then again it may not.

After I had eaten as much as I could I had a short chat with the Captain who told me a great many interesting facts about the war. After a while I went on my way to Santa Olalla. On this trip, I tried to figure out how many inhabitants Talvera had. It was pretty hard doing so, for I had not seen any.

### *In the Manner of Negley Farson*

The worst blow in my life I got on that day when I returned to my room in Trujillo's premier hotel and found Lolita in my bed.

"Te quiero," she said, coolly. She was a Spanish girl.

I reeled.

"Te quiero," she said it again and again.

My God, this was pretty grim!

She and Lola (whom I had brought along, not my wish naturally) shot daggers at each other.

"They are both crazy about you," said my friend, Hooper A. Manshift, an Englishman who was doing some nefarious business for General Franco.

"Yes," I answered. "Are you telling me?" The little darlings!

I took first Lola then Lolita by their cool, white necks and shook them hard. How they loved it!

And Dolores waiting for me down-stairs to drink a cup of *café con leche* with me and Conchita out in the garden ready for a kiss at any time, and me with a blister on my heel and a sore thumb! Things were pretty desperate. But I carried on. With the help of women, of course. That's always been my way!

### *In the Manner of Katharine Brush*

She was a little weary of everything. Was Mrs. John Pell Frazier. *The* Mrs. John Pell Frazier, of New York, Paris, London, Palm Beach, Newport, Saratoga, Meadowbrook, and Rolling Rock, Pa. "Dotty" to her friends, if she had any.

Lovely Dotty! So tawny, slim, glamorous, so exactly like every other girl in America's high-paid fiction!

The only remarkable thing about her meeting "Stupy" Newton B. Bliss, was that he was Jimmy's friend. She had known Jimmy since she'd met him at the Harvard-Princeton game.

where she'd gone with Jeffrey, whom she'd loved ever since that day Tuck took her to tea at the Waldorf. Darling Tuck. But that's another story, thank heaven.

And then she fell in love. *But in love*. Just like that. Afterwards when it was all over she told Peter, who told Bruce, who told Norton, and finally every one knew about it and precious few cared.

She fell in love with "Stupy" Newton B. Bliss on a fine, brilliant, blue-and-gold August day. Yes, *The* "Stupy" Newton B. Bliss, of New York, Paris, London, Palm Beach, Newport, Saratoga, Meadowbrook, and Rolling Rock, Pa. (I get paid for this by the word.) "Stupy" the suave one. The polished one.

And when "Stupy" went off to Biarritz, Mrs. John Pell Frazier took just one boat later. Dashing, or was it something else perhaps?

Things were going wrong then with Spain, but she had hardly noticed it. She was like that. Bright.

She was lying alongside the F. W. Armstrong's swimming-pool one day (*The* F. W. Armstrong's) when he sauntered by.

"Hello, gorgeous!" he cried. Casually. He said things like that. Heart-breaking things. Things that made one tremble, made one's heart break in thousands of silver splinters.

"Hello," she answered, dragging off her bathing-cap, lighting a cigarette, and doing over her face. "Where are you going?"

"Spain," he said. He said it briefly.

"You are going to fight?" For by that time she knew. She had heard things.

"Yep."

"Oh, darling!" she said in a little, breathless voice. "Take me with you."

There was a pause.

"If you wish," he said, coldly. "But I warn you—they are there already."

"You mean—" and her voice broke a little— "Diana and Barbara and Jenny and Lilli and Claire and Bernice and Margery and Ann—all symmetrical and slim, with crimson mouths and tawny hair—"

"You forget Miss Sweeny."

"Oh, my God!" she whispered, white-lipped. "Is she—?"

"My secretary."

Curiously enough there are two sides to every story. This is neither.



RAWLINGS

Gold is beginning to illuminate our homes. This ceramic pottery, imported from France by Carole Stupell, has a gold lustre finish as arrogant as the gold of the Incas. The mortars and pestles are for cigarettes



## TO MAKE A BRILLIANT MARRIAGE

(Continued from page 81) For the steamer, do include in your wardrobe one of the short topcoats of suède or chamouis that Creed likes so much this year.

Put in your trunk those four outfits on pages 84 and 85. Another beautiful costume to take along, and wear all summer later, is a long coat of very heavy natural silk tussur, lined with the same black-and-white silk print that makes the dress. And, of course, you'll want an adequate and comprehensive group of sports clothes: a tweed suit, a good grey flannel skirt and cardigan, grey flannel and white linen slacks, a light jersey suit, a polo coat, shorts, sweaters and shirts, washable shirt-waist dresses, besides all your swimming, tennis, or boating paraphernalia.

Among your town clothes, do have an exciting pink and black outfit—a black skirt, and pink-and-black dotted blouse, and a pink wool waistcoat jacket that has black sleeves. Have a trim little black faille suit. Have a long slick alpaca or taffeta coat to wear over printed silk dresses. There's a lovely blue one, lined in white, to wear over a blue crêpe dress. And have, for late afternoon, a couple of crêpe dresses with almost no sleeves at all, a draped neck-line, and a subdued colour to wear with giddy afternoon hats.

Have, in your hat trousseau, that alluring picture-hat of dawn-pink straw, shown on page 98, or one of the small flower-laden ones in the same neighborhood. Have one of the new hats of crisp gingham, in spanking checks of yellow, black, and white, or blue-and-white. Have one enormous brim of shiny black straw—a slightly turned-up brim, sans trimming, and carry with it a black patent leather bag. Have one of the ingenious new hats that consist of a bandanna turban of fish-net, over which you put a crownless, black straw cart-wheel. When you're in a motor, you pull off the brim, and your hair

stays obediently under the fish-net bandanna.

No bride, not utterly blinded by love, could conceivably plan a trousseau without the new short dinner-skirts. These short, short stories are graphically diagramed on pages 86 and 87. Eight inches, ten inches, twelve inches from the ground are the statistics. To go out to dinner these nights with a skirt trailing on the ground seems hopelessly dowdy. For town, a sleek black silk jersey dress or an alpaca suit in the short length. For dinners in the country, have full-skirted piqué or printed cotton ones.

Inside your own threshold—for dinners at home—you can fall for romance as hard as you please. There are beautiful house-coats of chiffon and organza, the hems hung heavily with artificial flowers. There are feminine house-coats of flowered or plain chiffon. There are the more strict Schiaparelli type—a great pink taffeta coat, for instance, over purple satin pyjamas; or a blue linen jacket over wine jersey pyjamas. And in the country, wear great dirndl-type house-coats of peasant printed cottons.

Finally, a few proposals for your dance clothes. This is your year, young bride-to-be, for there are no bans on sentiment. Have, perhaps, a full-skirted pink tulle dance dress with oak leaves of black tulle scattered over it. Have one of the innocent baby dresses of organdie or mull—fragile and delicate as the things of which memories are made. Have something like the evening dress Joan Crawford bought the other day—a full-skirted white organdie with a tiny monkey-jacket of black lace. Have the ballet-length dress of black tulle, embroidered with shiny black Cellophane. And have, for more strict occasions, a narrow draped dress or slim sheath. Have, to mantle yourself, a greatcoat of faille, or a hooded lace cloak, or short jackets of bengaline or multicoloured ribbon. The evening clothes, this year, are destined by the gods to encourage a brilliant marriage.

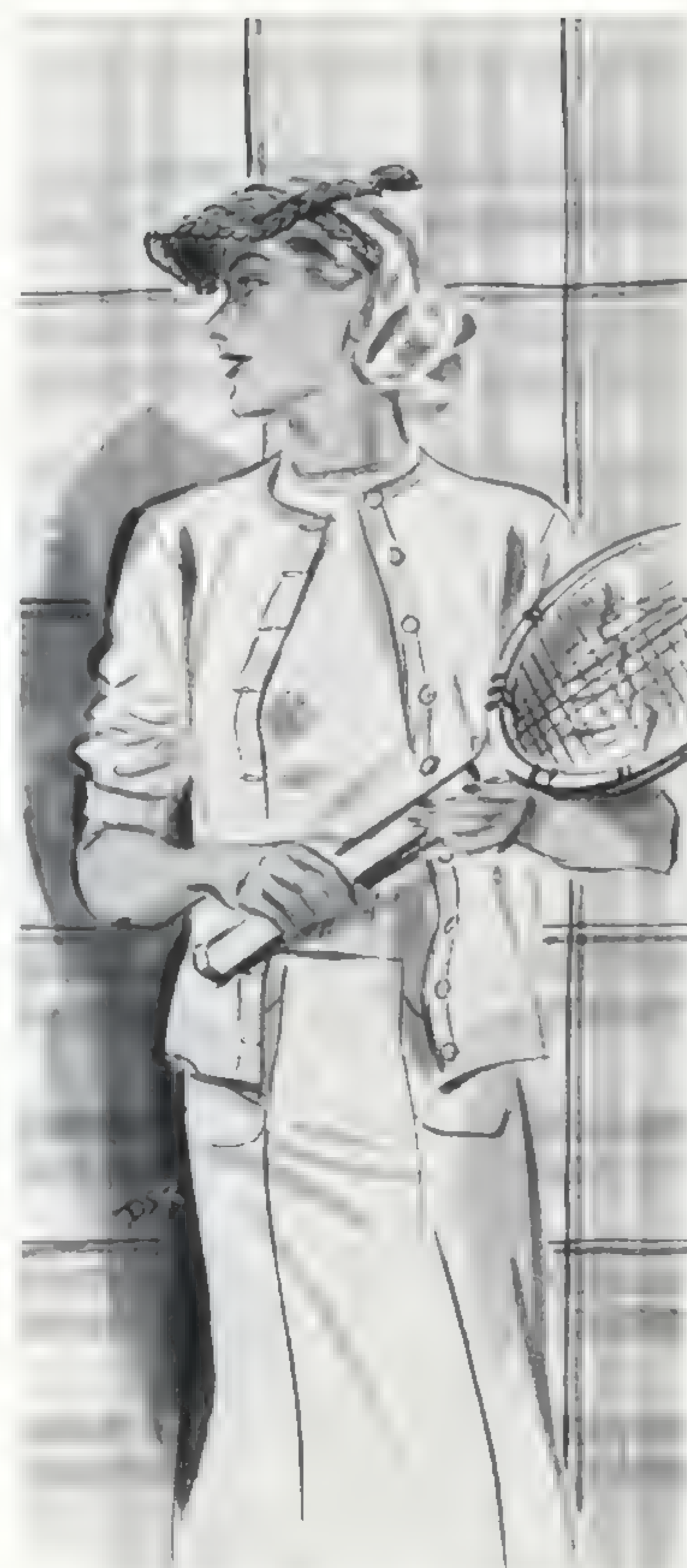
If you have children, you owe it to them to read the May 1 issue of Vogue from cover to cover. If you have a limited income, you owe it to yourself. And if—as is quite possible—you have both, it's practically imperative. For this issue is full of ideas for the younger generation—from the perambulator age to the college-preparatory age, not forgetting the awkward age: ideas about clothes, manners, morals, amusements; ideas on how to bring up children—and how not to. For you who have to keep an eagle eye on the budget, this issue is equally full of ideas; full, too, of smart clothes at small prices—clothes that will prove themselves investments, and prove again our contention that taste is more important than money. And there's more, even, to the May 1 issue than that. There are features on the ballet, on the movies, on the Zoo, on that prevalent, but hitherto-undefined quality known as *chichi*; there is news from Paris, London, Mittersill.... So may we suggest ordering your May 1 issue early?

**Peck & Peck**

### TENNIS "CHAMPS" ARE BRAEMAR SCOTCH JERSEYS

• For tennis, these imported Scotch sweaters by Braemar have no rival in the world! They seem to be of just the right weight—of just the right washability, to soothe even the soul of a champion.

Shown first at our Palm Beach shop, outstanding players cheered mightily—bought them with abandon. In white, turquoise, navy, flamingo, black. Cardigan, \$10. Pullover, \$7.50. And our amusing raffia eye-shade, \$1.95.



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if there ever was one. Springy as  
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calfskin. Balanced and perfected  
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by rain? Not this shoe . . it's  
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"A FABRIC CREATED OF CROWN RAYON  
... IT'S TESTED!"

## A WEDDING BREAKFAST

YOU, the bride, will have your thoughts far above any such mundane matters as food on your wedding-day, but your guests will remember what you give them to eat almost as vividly as they do the way you look. And the wedding feast really needs very special consideration, because caterers, left to themselves, are in danger of going either rococo or routine on you.

If you are having a noon wedding, this is a pleasant breakfast, simple to serve and to eat.

Consommé Madrilène (hot or cold)  
Breast of Guinea-Hen on Virginia Ham  
Asparagus  
Ices  
Little Cakes  
Wedding-Cake  
Black Coffee

Here is a second menu that is particularly nice for summer, if you have the squabs boned, so that they can be served cold.

Crème Vichyssoise  
Boned Squab  
Fresh Pease  
Tiny Potato Balls  
Endive  
Pistachio Mousse  
Black Coffee  
Cakes

If you wish to make either of these menus more formal, you can add a fish course, such as a mousse of sole with lobster sauce, or soft-shelled crabs with cucumbers.

Suppose you are having an afternoon wedding and want all the service to be of the buffet variety—here is a menu that can be carried out on a definitely inexpensive scale.

Sea Food Newburg  
Pâté de Foies Gras en Croûte  
Ham Mousse  
or  
Virginia Ham  
Sandwiches: Cucumber, Watercress,  
Chopped Mushrooms  
Strawberry Mousse with Strawberries  
Wedding-Cake  
Black Coffee  
Little Cakes

If you order the pâté of beautiful foies gras with truffles en gelée from the caterer, or en croûte, it may cost you a pretty penny. But, if you have delicious, well-flavoured pâté made in loaves of pork and veal, with their own meat jelly to coat them, or a thin layer of your cook's finest pastry around them, they make just as distinctive a dish.

The Sea Food Newburg may include lobster claws and fresh crab meat and such, or it can also be made, far less expensively, of shrimps and scallops with a superbly flavoured sauce. Noble Virginia hams may be the pièces de résistance, or ham mousse, made in large moulds, can be a very satisfactory substitute.

The strawberry mousse may be an elaborate bombe, or it can be delicious home-made ice-cream with the strawberries and their leaves arranged around it.

Of course, champagne is the perfect thing to drink at weddings, and it is taken for granted that, if the budget has to be stretched, that is the best thing to stretch it for. But, if you can't have champagne, a wine punch or cup will still serve to drink a fine toast to the bride and groom.



DANIEL  
GREEN

LEISURE

FORMAL

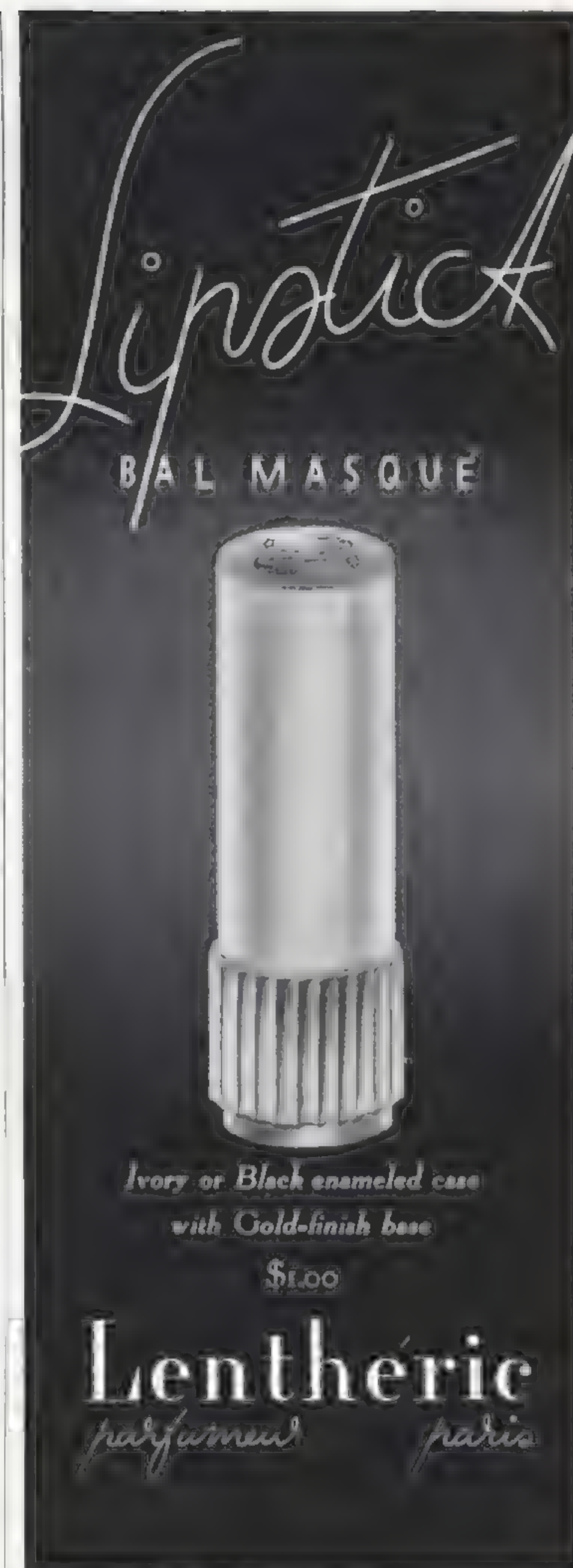
Footwear

AND THE FAMOUS "COMFYS"

• You will want a change, something different, in the style of slippers that you'll wear with your more summery evening things.

Anticipating this, Daniel Green now offers a number of new models in such a variety of fabrics★ that you had better buy several pairs. The better shoe stores and shoe departments have them. Write for latest booklet of Daniel Green styles. Dept. V-1: DANIEL GREEN CO. Dolgeville, N. Y.

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HICKORY  
Sanitary Belt

You'll welcome "Marvelox" Lastex Sanitary belts. Soft, stretchy, woven to fit, eliminate revealing lines, even under your most clinging costumes. Boilable—durable.

You'll enjoy the ease and security of the simple, safe "Marvelox" grip. Adjusts instantly—and swiftly—grips fast and firm.

Ask for No. 1325, (illustrated), at your Notions Counter, 50c. Other Hickory Sanitary Belts, 35c and up.

A. STEIN & COMPANY  
CHICAGO • NEW YORK • TORONTO



# Quinley

## HATS

### COSMOPOLITAN CLASSICS



THERE'S ingenuity in "Whip's" cleverly manipulated crown and one-side-flange; there's serene poise in "Fiesta's" discus brim, curtained with a ribbon edge to enhance the brow. Both from Quinley's diverse collection of striking new designs. Felts, Four and Five Dollars. Straws, Four Dollars, Five Dollars and upward.

Quinley Hats are sold by these and other leading stores:

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Detroit, Mich., Frank & Seder Co.  
Fort Worth, Texas, R. E. Cox D.G. Co.  
Kansas City, Mo., Rothschild & Sons  
Los Angeles, Cal., B'way Dept. Store  
Oakland, Cal., Kahn's Dept. Store  
Phila. Pa., Oppenheim Collins Co.  
Pittsburgh, Pa., Rosenbaum Co.  
Providence, R. I., The Shepard Stores  
Schenectady, N. Y., Carl Co.  
Springfield, Mass., Al Steiger, Inc.  
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## SOCIETY

### BIRTHS

#### NEW YORK

**Barrett**—On March 5, to Mr. and Mrs. C. Redington Barrett (Nancy Van Voorhees), of New York and Greenwich, Connecticut, a daughter.

**Cowperthwaite**—On March 8, to Mr. and Mrs. John Knox Cowperthwaite (Victoria Mary Pery Brady), of New York and Far Hills, New Jersey, a daughter.

**Curtis**—On March 9, to Mr. and Mrs. Lewis Perry Curtis (Jeanet E. Sullivan), of Hamden, Connecticut, a daughter.

**Dunstan**—On March 9, to Mr. and Mrs. Thomas K. Dunstan (Barbara L. Hodges), of Woodmere, Long Island, a daughter.

**Harris**—On March 9, to Dr. John H. Harris and Mrs. Harris (Almeida McGregor), of Scarsdale, New York, a son.

**McLane**—On March 13, to Mr. and Mrs. Allen McLane, junior (Anne K. Weld), a son.

**Schenck**—On March 9, to Mr. and Mrs. George Lewis Schenck (Jane Debevoise), a son, George Lewis Schenck, junior.

#### CHARLESTON, WEST VIRGINIA

**Chilton**—On February 25, to Mr. and Mrs. William E. Chilton, second (Nancy Maxwell Ruffner), a son, William Chilton.

**Smith**—On February 5, to Mr. and Mrs. E. Dana Smith (Jane Callison), a daughter, Elizabeth Dana Smith.

#### CHARLOTTE, NORTH CAROLINA

**Lowe**—On March 2, to Mr. and Mrs. F. Robbins Lowe (Roberta Walker), a son, John Walker Lowe.

**Newcombe**—On March 4, to Mr. and Mrs. Elliott H. Newcombe (Mary Duke Lyons), a daughter, Nancy Lanier Newcombe.

#### CINCINNATI

**Hall**—On February 27, to Mr. and Mrs. Virgil C. Hall (Josephine L. Livingston), a daughter, Penelope Wallace Hall.

### BIRTHS

**Osborn**—On February 19, to Dr. Dale P. Osborn and Mrs. Osborn (Eleanor G. Macneale), a son.

#### DENVER

**Freeman**—On February 11, to Dr. Leonard Freeman and Mrs. Freeman, a son, Leonard Freeman, junior.

#### DULUTH

**Lightfoot**—On February 12, to Mr. and Mrs. John B. Lightfoot (Ruth Wanless), of Derby, Connecticut, a son, Richard Bissett Lightfoot.

#### KANSAS CITY

**Bartlett**—On February 22, to Mr. and Mrs. Francis Bartlett, junior (Julia Jackman), a son, Daniel Brook Bartlett.

#### NEW HAVEN

**Sisam**—February 21, to Mr. and Mrs. J. W. Bernard Sisam (Betty Neill), of Ottawa, Ontario, a son, Peter Neill Sisam.

#### NEW ORLEANS

**Beardsley**—On February 16, to Mr. and Mrs. George Beardsley (Arthemise Baldwin), of Westcliffe, Colorado, a son, George Beardsley, junior.

**Hamilton**—On January 9, to Mr. and Mrs. Herbert Hamilton (Marcel Coyle), a son, William Coyle Hamilton.

**Miller**—On February 16, to Mr. and Mrs. John Dabney Miller, junior (Barbara Leovy), a son, John Dabney Miller, third.

#### POUGHKEEPSIE

**Phelps**—On March 16, to Mr. and Mrs. Plerson S. Phelps (Harriet Case), a daughter, Jeannette Benedict Phelps.

#### SIOUX CITY

**Craven**—On February 26, to Mr. and Mrs. Wendel R. Craven (Katherine Walt), a son, Daniel Hughston Craven.

#### TAMPA

**Polk**—On February 21, to Mr. and Mrs. Ralph Polk, junior (Evelyn Farrior), a daughter, Julia Anne Polk.

# GANTNER

## Floating Bra



Top—Uncut velvet wool herringbone, \$6.95

Right—Persian wool with separate skirt, \$8.95

If you wear a bra in a formal, you need Floating Bra on the beach

ONLY FLOATING BRA captures that high, Empire line... that glamorous, modern look! No embarrassing sagging, slumping, or wobbling with Gantner patented Floating Bra! Its semi-detached inner bra keeps your figure under perfect control...slims your waist and narrows your hips!

At smarter stores everywhere. Or write us, giving bust measure, weight, and choice of color. (Style book upon request. Canadians, write us.)

GANTNER & MATTERN CO., Dept. VO  
S. F. Mdse. Mart, Chicago 1410 Bdwy., N.Y.  
Makers of America's Smartest Swim Suits



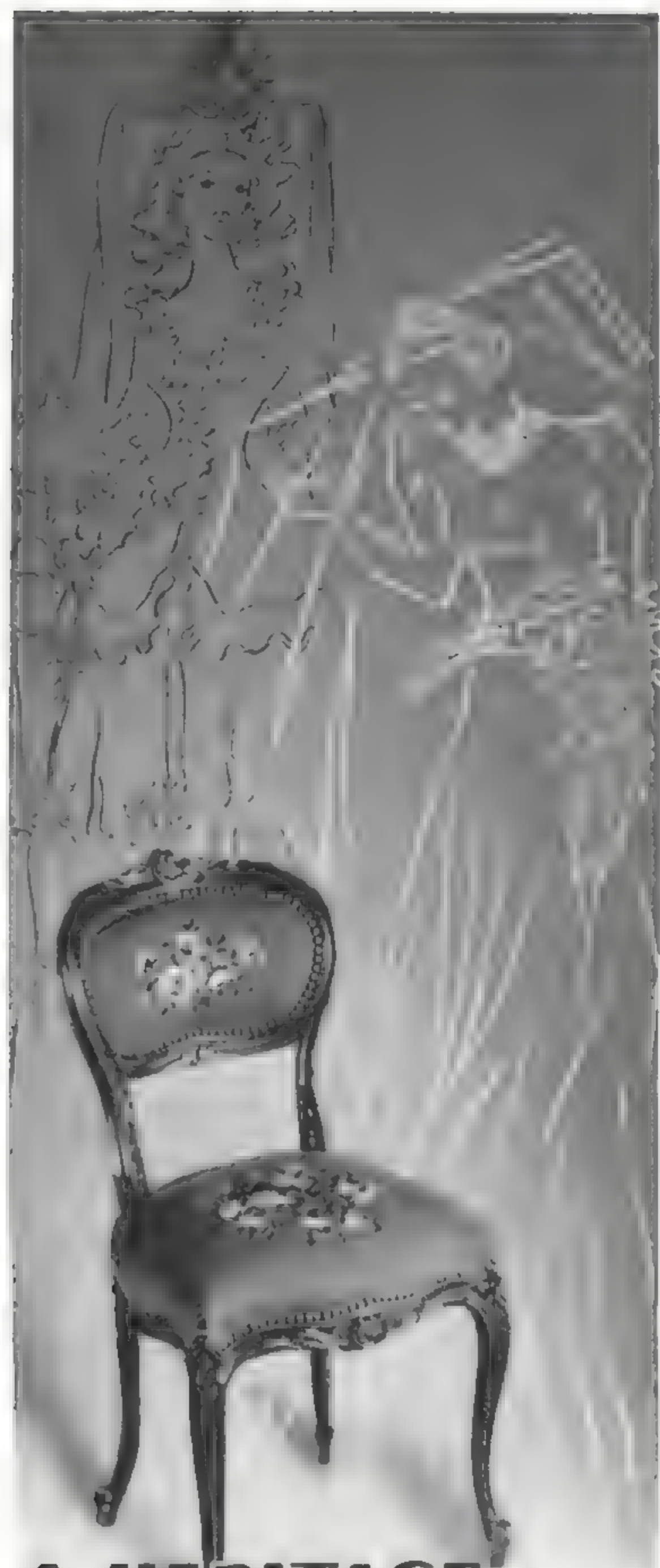
# The ARISTOCRAT

\$5.

For MOTHER on Mother's Day  
Tailored, leather-lined, generously proportioned bag of calf. Smart new "saddlery" stitched details. Black, Navy, Brown, Chaudron, also Black Patent Leather. At leading stores.

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## A HERITAGE

## of Needlepoint FOR YOU TO MAKE

JUST AS YOU CHERISH the heirlooms of another year's bride, so will your children cherish the things that you have made.

Because needlepoint blends so beautifully with today's decorative trend and because it has actual-heirloom value, you'll want to make some beautiful pieces for your home. Make certain, however, that the canvas and wool you use are of the finest grade, for only then will they have lasting qualities. Assure yourself of the best by asking for imported Hiawatha Needlepoint and Wool. For sale at leading department stores or write us for the name of your nearest dealer. DRITZ-TRAUM COMPANY INC., 11 E. 26th St., New York, N.Y.



(Illustrated) Hiawatha Needlepoint (delicate petit point bouquets already completed) and Wool for backgrounds about \$20 Solid Walnut chair ready for mounting needlepoint about \$27.

FREE! NEEDLEPOINT INSTRUCTION CHART AND SAMPLES OF HIAWATHA WOOL. WRITE US FOR THEM

## TWO SMART GIRLS

(Continued from page 96) Just the same, a thousand dollars to spend on flat silver needn't cramp your style.

Here is the silver list for Miss X.: eighteen dinner-knives; twenty-four dinner-forks; eighteen luncheon knives; twenty-four luncheon forks; eighteen fish knives and forks; eighteen fruit knives and forks; eighteen butter-knives; twenty-four teaspoons; twenty-four tablespoons; eighteen dessert-spoons; eighteen after-dinner coffee-spoons; eighteen iced-tea spoons; eighteen salt-spoons; four ladles; and sugar-tongs.

The one-thousand-dollar linen endowment provides for formal entertaining and for at least two master bedrooms, two baths, and servants' quarters. Plentiful monograms and blanket covers are included; but blankets and comforters, for this household, will cost about another three hundred dollars. So it's greatly to be hoped that a three-hundred-dollar cheque is forthcoming from Aunt Sue. Here is the linen list of Miss X.

Table-linen: six breakfast-tray sets; four informal luncheon or breakfast sets; three formal luncheon or dinner doily sets; one satin-damask cloth with one dozen napkins to match; one large damask cloth with two dozen napkins to match; two dozen finger-bowl doilies; three dozen cocktail napkins; two afternoon tea-cloths with two dozen tea-napkins to match.

Linen for master bedroom and guest-room (four single beds): two dozen fine white percale sheets; two dozen pillow-cases to match; four decorative coloured bed sets; eight white linen sheets and pillow-cases; six blanket covers.

Linen for two bathrooms: three dozen luxurious bath-towels; two dozen wash-cloths; six bath-mats; two dozen linen face-towels; three dozen linen hand- (or guest-) towels.

Kitchen and pantry linen: three dozen tea-towels.



## COSTUME COLORS FOR FINGER-NAILS

● This is the spring when old shades won't do . . . you're going to have these new "rosy shades" in finger-nails to set off your delicate beige, rose-quartz or Coronation blue ensemble.

ASK YOUR MANICURIST to apply these smart new shades, or buy a regular-size bottle (50c) on our money-back guarantee.

PEACH  
BLUSH  
ACORN  
SUNRISE  
SUNSET  
PLUM RED  
MAROON

**La Cross**  
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CREME NAIL POLISH

## FASHION in its relation to SEWING

. . . that is the essence of Vogue Pattern Book's editorial policy. Every two months this colourful magazine brings you the newest Vogue Designs, interesting fabrics, ingenious suggestions for wardrobe planning. To create clothes which have "a Vogue look", use Vogue Pattern Book regularly.

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"The Essence that quickened  
the pulse of Kings!"

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PARIS NEW YORK



## MY WIFE WAS THE STINGY TYPE

(she always swiped my KLEENEX)



Drawn by  
Williams

## Wives, Beware! Men, too, know the KLEENEX HABIT

saves noses during colds

● No wonder men leave home when Friend Wife is stingy with Kleenex Tissues. When sniffles start there's nothing like the Kleenex Habit to soothe tender noses. What's more, Kleenex saves money; you can use so many tissues for the price of having one handkerchief laundered. And it's really to "wife's" interest as well, for the Kleenex Habit reduces handkerchief washing.

Yes, here's *one* habit that's good for the whole family! Kleenex tends to retain germs, thus checks the spread of a cold. You simply use each tissue once—then destroy, germs and all.

So stand up for your rights, men! Have *your own* box of Kleenex at home and another at the office. And while you're at it, remember the Kleenex Habit to wipe your razor blades. Kleenex dries razor blades in a split second—saves towels and tempers.

### Keep Kleenex in Every Room. Save Steps—Time—Money

To remove face creams and cosmetics... To apply powder, rouge... To dust and polish... For the baby... And in the car—to wipe hands, windshield and greasy spots.



No waste! No mess!  
Pull a tissue—the  
next one pops up  
ready for use!

# KLEENEX

A disposable tissue made of  
Cellucotton (not cotton)

## TWO SMART GIRLS

Linen for two servants' rooms and bath: sixteen sheets; sixteen pillow-cases; one dozen bath-towels; six wash-cloths; two bath-mats; one dozen hand-towels.

Whether it is Miss A. or Miss X. who is getting married—and budgets aside—there are incidental pieces of silver that few people think of and that add enormously to the table service.

A marrow scoop is something you have to poke through the antique shops to find—a straight, grooved piece of silver originally intended for gouging the marrow out of bones, but it is so perfect for stirring drinks that your husband will bless you, if you bring one in your dowry.

A sugar shaker, or muffineer, appears in modern reproductions, as well as old pieces, and is beyond compare for berries and such. Fruit scissors are a grand possession in these days, when dessert is so often fruit.

Child's-size knives. All the silversmiths make these, and they are ideal for butter-knives on breakfast trays and small tables. Small-size teaspoons, the so-called five-o'clock size, are a charming possession if you know you are going to inherit lovely, fragile teacups.

Mint-julep cups make a perfect suggestion for some bewildered uncle floundering helplessly among gift suggestions. Husbands love these, too.

N.B. Any one of the silver bowls you see on page 97 will make a lovely and enduring gift or possession.

You don't have to be reminded of the fact that it is important to select your silver pattern well in advance, to decide on your monogram, and to let your local jewellers know your choice. If your family is providing a certain amount of the silver (such as our minimum assortment), and the groom's family is going to give you your tea-service, (Continued on page 158)



*Nan Westley*  
TRADE MARK  
FABRIC OF *Belanese* YARN  
REG. U.S. PAT. OFF

TO BE SOUGHT AND BOUGHT IN BETTER STORES... FOR  
THE NAME OF THE MOST CONVENIENT STORE FOR YOU  
WRITE: NAN WESTLEY, 1400 BROADWAY, NEW YORK CITY



SUGGESTS...

### FOR THE COMPLEXION

Clothe your face in a chiffon veil of my exquisitely soft, fine-blown powder. In seven petal-soft blended tones. 1.50

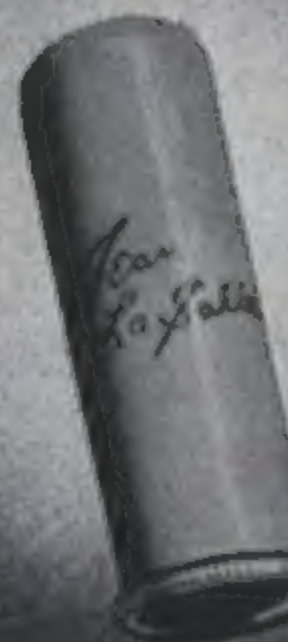


### FOR THE SKIN

Apply Jean La Salle Cleansing Cream. Your skin will be smooth, soft, radiantly fresh. Rich in beneficial oils. 1.00

### FOR THE LIPS

Six tempting lipstick shades that promise the dewy-soft, warm lips of youth. In clever new cases. . . 1.50



### SALON-TESTED

Salon-Tested beauty aids by Jean La Salle are the choice of chic women everywhere. Over thirty-one quality cosmetics to accent your loveliness.

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Mail Orders Filled, 509 Fifth Ave., N.Y.

Available at all

# CARROLL

COSMETIC SHOPS  
in all principal cities



## TWO SMART GIRLS

(Continued from page 157) tell the shops what other pieces you want. The shops like to know, and so do the people who are buying things for you. But don't let the jewellers initial anything before the wedding, other than the pieces you choose yourself. You may get duplicates, or things you don't want, which you can easily exchange if they aren't marked.

Forgetting budgets, and regardless of whether you are Miss A. or Miss X. or Miss Q., here are some new trends to look for in linens.

Blue, to bring the sky and the sea into your bathroom. Turquoise-blue, sky-blue, and a delicate French-blue. Sometimes set off by monograms and borders in deepest nautical blue.

Palest delphinium-blue in satin damask table-cloths. Other new colours: yellow, sea-green, and chartreuse.

A new shape in dinner-napkins—like an oblong doily only slightly larger.

French linen luncheon cloths with very deep, very dark linen borders, intensifying a centre of gay and vivid hand-blocked flowers on a white background.

Hand-blocked flower-printed sheets—or white linen with borders embroidered in bright flowers, the colours repeated in a striking monogram.

Old-fashioned pillow-shams with ruffled borders forming the front of pillow-cases. The pillow buttons, French fashion, into a slit at the back. Sheets to match, with a foam of ruffles at the top.

A new excitement about white. Lovely white appliqué linen bed-sets; and a great many fine white percale sheets with delicate white hand-embroidery along the hem. Super qualities of percale that come very close to linen in fineness.

Many deliciously lovely organdie sets in white or pastels. Organdie finger-bowl doilies as a change from lace.



Streamlined  
Touch-Tip  
(TABLE LIGHTER)  
Touch Tip—  
and it's lit!

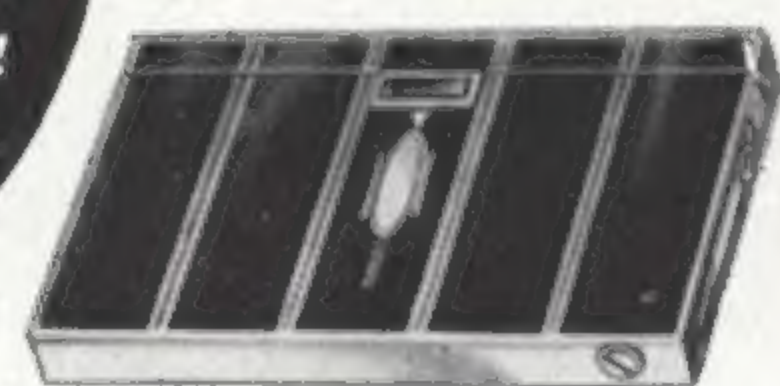
## Streamline your smoking and your smokers' gifts!

Streamlining isn't just form; it's also a matter of function. Smooth, simple, efficient, easy-operating RONSONS make lighting up a pleasure,—a safe clean, gracious custom which marks the well-groomed, well-bred, lady and gentleman.



One of many  
pocket models

FLIP—it's lit!  
RELEASE—  
it's out!



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Lighter swings out—  
Cigarettes pop up



Choose from a distinguished collection of Pocket Lighters; Lighters combined with Cigarette Cases, Vanities, Watches, mechanical Pencils; Table Lighters, etc. Priced \$3.75 to \$25

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bination

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WORLD'S GREATEST LIGHTER

See them at your jeweler, dept. store or at any store selling fine smokers' articles

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and economy too...

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CORRECT FOR EVERY OCCASION



LIFELONG ASSOCIATION with sterling silver makes your choice of pattern all-important. Alvin Silver patterns are as flawless in craftsmanship as they are in style . . . and being sterling, they last a lifetime.

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☐ ENGLISH ROSE  
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☐ DELLA ROBBI  
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☐ ROMANTIC

☐ BRIDAL BOUQUET

## THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for 50 Years

PROVIDENCE, RHODE ISLAND





*In* 1846

. . . . HER “*very choycest*” SHEETS

WERE THE SAME AS YOURS TODAY — WAMSUTTA

Your great-great-grandmother bought Wamsutta Fine Sheeting by the yard and sewed strips of it together to make her “choycest” sheets. Today, Wamsutta’s great modern looms can weave *Supercal*e sheets as wide as 108 inches without a seam, a fleck or a flaw. Today, Wamsutta makes up this finest and strongest of fabrics for tiny crib sheets, as well. And today, Wamsutta even has a Custom Service for odd sizes and shapes. (One customer recently asked for a *Super-*

*cal*e pillow case 26 inches square. We made it, too!)

Wamsutta was the “Finest of Cottons” in 1846. It still is today. And the years which have proved its durability have made its luxurious smoothness a family tradition throughout five generations.

Ask for Wamsutta sheets and pillow cases by their own registered name: Wamsutta *Supercal*e.

WAMSUTTA MILLS, NEW BEDFORD, MASSACHUSETTS

*Since 1846 — The Finest of Cottons*

WAMSUTTA *Supercal*e SHEETS

REG. U. S. PAT. OFF.



# Fashion Parade of the month... APRIL

## The New "Smoky" Nail Shades as Miss Nancy Harrar wears them



**Manoir Richelieu  
Canada**

Nancy Harrar puts her tennis opponent very much off his game with her new above-the-knees outfit in 2 shades of blue accented with a rose-colored sash and Cutex Old Rose nails.

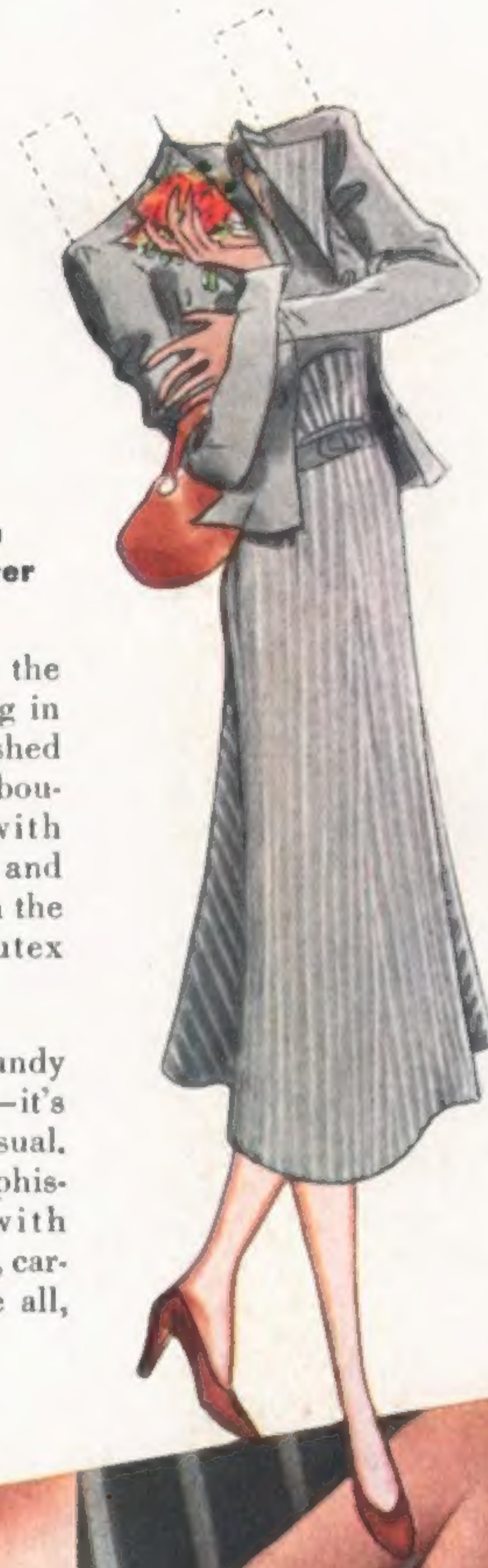
"Old Rose is lovely for blonde types," Nancy says, "and especially with pastels for both sports and evening."



**Rainbow Room  
Rockefeller Center  
New York**

Nancy Harrar is the star of the evening in white satin splashed with primavera bouquets, belted with chartreuse . . . and worn with nails in the startling new Cutex Burgundy!

Nancy finds Burgundy creates a big stir—it's so new and unusual. She wears this sophisticated color with black, white, wine, carnelian and, above all, electric blue.



**En route to London**

For tea with the Captain of the Aquitania, Nancy Harrar chooses distinguished gray and white sheer jersey with lovely dusky nails in Cutex Rust.

Nancy says Rust is gorgeous with green, beige and copper, as well as gray. "And it's absolutely the nail color when you're sun-tanned!"



*Old Rose*

*Burgundy*

*Rust*

NO GATHERING of the smart younger set is completely lovely without the willowy, blue-eyed Nancy Harrar—one of the outstanding New York debutantes of this last season.

Whether she's doing 18 holes of golf or playing delightful Chopin for her friends, Nancy has the knack of making a charming color picture of herself.

Part of this glamour picture are her tapered, sensitive, musician's hands that she makes still more interesting with the new Cutex "smoky" polish shades. "Even the deep shades are soft

and smoky," she says. "You can do a lot more with them as color accents than with ordinary glaring polishes."

See just how she uses three of the Cutex "smoky" shades by cutting out the figures above. Now work out several clever Cutex color schemes for yourself! Cutex is much more lustrous than ordinary polishes, too—and wears for days without chipping or peeling. It positively won't thicken up in the bottle, and won't fade even in bright summer glare!

Start right now to accent *your* personality with 3 or 4 glamorous shades. Only 35¢ a large bottle, at your favorite shop!

NORTHAM WARREN, New York, Montreal, London, Paris

**ROSE**—For pastels, difficult colors  
**CORAL**—For beige, gray, green, brown  
**ROBIN RED**—New soft red that goes with everything  
**RUBY**—Grand accent for black  
Also **Natural**, Mauve, Light Rust, Cardinal, Colorless



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(In Canada, P. O. Box 2320, Montreal)

I enclose 16¢ to cover cost of postage and packing for the Cutex Introductory Set, including 2 shades of Cutex Liquid Polish, as checked.

Mauve ☐ Rust ☐ Burgundy ☐ Robin Red ☐ Old Rose ☐

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